

CRAFT AND FOLK ART MUSEUM
Design and Social Media Manager

JOB SUMMARY

Located on Los Angeles' historic Miracle Mile since 1965, **The Craft & Folk Art Museum (CAFAM)** presents dynamic exhibitions featuring established and emerging artists whose works create thoughtful and provocative visual exchanges between craft, design, and contemporary art. CAFAM's regular programs and events provide opportunities for the public to participate in artmaking and engage with local and exhibiting artists.

The **Designer & Social Media Manager** is a full-time position that works across multiple departments, including exhibitions, programs, membership, and museum shop. Under moderate supervision, the position encompasses full responsibility for the design and production of all printed and digital museum materials, as well as management of social media platforms including generating content, copy, and marketing strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Graphic design duties:

- Maintain the visual identity of the museum across all communication platforms
- Design and produce all printed materials including but not limited to: quarterly newsletters, flyers, postcards, museum signage, posters, invitations, exhibition catalogues, wall labels, and outdoor banners
- Produce and distribute weekly email newsletters
- Regularly edit, update, and maintain content on the museum website
- Work with vendors for production and delivery of all printed collateral
- Devise strategies and materials with the marketing team to promote the museum and related programs. Participate in weekly marketing meetings to devise marketing strategies and materials, define goals, schedules, context, scope, and strategy for museum programs and exhibitions
- Assemble, organize, and archive photos for the museum's use
- Other duties as assigned

Social media duties:

- Manage brand voice of the museum and schedule daily creative content and event pages for all social media channels, including Facebook, Twitter, and Instagram, with the goal of growing reach and engaging museum audience
- Develop content for various social media platforms including imagery and engaging copy
- Utilize online analytics to understand and grow social media engagement and reach
- Schedule monthly sponsored or paid boosted posts to support programs
- Monitor and respond to social media conversation
- Reach out to strategic partners for promotional social media collaborations
- Other duties as assigned

REQUIREMENTS

- Minimum of one to three years of design experience in an office or agency with a variety of media
- BFA in graphic design or related field of study
- Experience designing flyers, newsletters, postcards, stationery, and other marketing collateral
- Experience working with vendors for print production
- Understanding of production materials and processes
- Excellent photography and composition skills

- Thorough understanding of branding principles and tactics
- Fluency in all social media platforms (Instagram, Facebook, Twitter), including using analytic tools to measure engagement and growth
- Ability to organize and plan projects from start to finish and communicate ideas to a group
- Ability to work on multiple projects, some impromptu, of different scope in a deadline driven work environment
- Superior written and verbal communication skills coupled with highly developed interpersonal skills
- Ability to multi-task and set and shift priorities within tight timelines and high expectations
- Highly proficient in Adobe Suite (InDesign, Illustrator, Photoshop, Bridge), Microsoft Office (Word, Excel, Powerpoint), Constant Contact, MailChimp and basic understanding of CMS web platforms such as Wordpress or Squarespace; basic HTML knowledge
- Team-oriented and comfortable working in a small organization and shared office space
- Positive attitude and solution-oriented approach
- Strong understanding of culturally-inclined audience
- Experience visiting museums and/or art galleries
- Ability to learn, understand, and apply new technologies and tools
- Ability to work some weekends and evenings, as needed

Salary package includes medical, dental, and vision benefits after one-month period. The benefits package includes two weeks of vacation and paid parking. Please submit resume, cover letter, and portfolio (include social media samples) to Sasha Ali, sasha@cafam.org.