

## **Mississippi Arts Commission Digital Media Contractor**

### **Background:**

The Mississippi Arts Commission (MAC) is the state's official arts granting and service agency. Based in Jackson, Mississippi, MAC is an independent state agency governed by a fifteen person board. The agency has provided grants and services to Mississippi's arts and cultural organizations and individual artists for over 50 years.

MAC is currently seeking a Digital Media Contractor who can help manage the agencies social and digital media properties. This is a part-time, hourly position that will be considered an independent contractor.

This position can work remotely as long as the individual can be available for meetings during regular business hours and available to attend MAC events as needed. Limited travel reimbursement available. The individual must reside in the state of Mississippi.

### **Compensation:**

The hourly rate for this position is \$20/hr. The contractor will work independently for 25-30 hours per week, depending on agency needs.

### **Position Duties:**

- With guidance from MAC's Communications Director, develop a social media strategy for the agency's social media channels for MAC, Wholes Schools Initiative, and Folklife. Currently, these include:
  - Facebook
  - Instagram
  - Twitter
  - Youtube
- Implement the social media strategy through regular posting on these platforms, making sure to tag involved entities or people and using appropriate hashtags.
- Prepare graphics, take photos, write copy and upload videos as necessary to create content with guidance from MAC Communications Director.
- Manage social media engagement and interact on social media as a representative of MAC.
- Monitor social media channels and prepare metric reports as needed.
- Implement new social media platforms for the agency as needed
- Coordinate social media "takeovers" with partners and artists throughout the state to produce creative content with an emphasis on storytelling.
- With guidance from MAC's Communications Director, develop an e-newsletter design and strategy for content and distribution.
- Regularly draft MAC e-newsletter, incorporate any edits from staff and distribute.

### **Education**

An Associate's or Bachelor's Degree from an college or university in marketing, English, graphic design,

integrated marketing communications, communications, or a related field;

OR

Some college with demonstrated experience using social media in a business capacity (in contrast to personal use)

### **Experience and Skills**

- Experience working in social media brand management
- Demonstrated ability to build audience and increase engagement on social media platforms
- Ability to create eye-catching graphics and write clear, concise copy
- Familiarity with social media measurement
- Experience creating and distributing e-newsletters

### **Non-Required but Desirable Skills:**

- Experience working in Adobe Creative Suite
- Experience working in Canva, or other web-based graphic design software
- Experience working with social media scheduling and monitoring software
- Personal experience working in an art form (study or active participation in visual, performing or other arts).
- Experience working in an arts or cultural organization

### **How to Apply:**

Please send a resume and a list of three references (with full contact information) to [communications@arts.ms.gov](mailto:communications@arts.ms.gov) no later than Friday, August 12.