

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.

Compensation:

The hourly rate for this position is \$15/hr. The contractor will work 10-15 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. 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 no later than Tuesday, April 13.