

## Flint Institute of Arts | Digital Content Specialist

Department: Development

Reports to: Marketing & Communications Coordinator; Director of Development

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### Job Summary

In collaboration with the marketing and communications coordinator, this position creates web and social media content to support the FIA's programs, events, and exhibitions. The digital content specialist ensures that the FIA's web, social media, and digital properties are up-to-date, engaging, and easy-to-navigate. The person in this position has a well-rounded skillset in communications that includes the ability to write copy, an understanding of photography, video, and design principles and best practices for digital platforms, and is able to work with design programs like Photoshop, Canva, or other tools that help create engaging social media and web content.

### Summary of Essential Job Responsibilities

- Work with other departments to ensure FIA's website information is current, that content adheres to the organization's brand guidelines and SEO best practices, and that images, video, and other digital assets are formatted correctly for each platform
- Use Google Analytics and social media metrics to inform content decisions, make recommendations to improve web and social engagement, and provide reports to stakeholders including FIA administration, Board of Trustees, funders, and other key partners
- Interface with web developer and other contracted partners for back-end website maintenance, new technology upgrades, and other troubleshooting issues as needed
- Work with graphic designer to create digital advertisements for news, social media, and other web-based advertising opportunities
- Monitor all FIA internet listings, including Google, Yelp, Trip Advisor, and Wikipedia, for discrepancies in public information
- Monitor social media and other online reviews for user sentiment and, if necessary, working with FIA administration to provide timely responses to any issues
- Along with marketing & communications coordinator and graphic designer, manage the FIA brand assets and provide other FIA departments with consultation and support for organizational and departmental goals
- In tandem with marketing & communications coordinator, manage the FIA's social media profiles, respond to inquiries, implement strategies tailored to each platform, and regularly track growth and successes
- In tandem with marketing & communications coordinator, manage the FIA's e-newsletter platform to create engaging messages, maintain audience lists, and report key metrics to stakeholders
- In tandem with graphic designer, create and maintain engaging and up-to-date messages on the FIA's digital screens

### To Apply

Send cover letter, resume, and list of 3 references to Marissa Pierce, Director of Development, at [mpierce@flintarts.org](mailto:mpierce@flintarts.org).

**NO PHONE CALLS, PLEASE.**

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### Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.