



## **SOCIAL MEDIA PRODUCER**

Marketing and Experience Division

The Baltimore Museum of Art (BMA) seeks a Social Media Producer to create compelling content for social media platforms that promote the Museum's vision, exhibitions, programs, and events. The position will report to the Digital Media Manager and will collaborate closely with colleagues across the Museum.

### **RESPONSIBILITIES**

Responsibilities include but are not limited to:

- Research, write, create, and coordinate the production of content for a variety of platforms (Facebook, Twitter, Instagram, YouTube), maintaining alignment with the BMA brand
- Post content to all social media channels daily and create online ads for exhibitions and events
- Build and maintain content calendars
- Research the BMA's collection and other digital assets to be published online
- Work with Image Services & Rights to ensure images of art are cleared for digital use
- Provide online visibility and support for events and programs, ensuring they are given timely visibility on social media
- Attend BMA programs and events to share the immediate experience for various digital platforms
- Support Education with the production and promotion of virtual programs, managing the rehearsal and live streaming of online events
- Respond to comments and inquiries received through digital platforms
- Collaborate with Design to produce graphic elements and other departments to support Museum-wide storytelling
- Monitor and report analytics

### **QUALIFICATIONS**

- Strong written and verbal communications skills and an eye for visual design
- Experience working within social platforms and an understanding of trends and emerging platforms
- Minimum 2 years of experience in communications or related field
- Experience with Adobe Photoshop, Facebook Creator Studio, and social media management platforms
- Experience producing engaging short-form content for Instagram Stories, Reels, and other platforms
- Must be able to work in fast-paced environment and be able to adapt to

- shifting priorities as needed
- Ability to work nights and weekends
- An interest in art with an ability to cultivate relationships with influencers, art professionals, and various audiences, showcasing cultural sensitivity and awareness

### **BENEFITS**

The BMA is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

We offer a competitive salary and a generous benefits package. For this exempt position we offer medical, dental, vision, prescription, 403b retirement plan with match, long term disability, flexible spending account, flexible and condensed scheduling, Museum and restaurant discounts, and reduced fee gym membership. We also offer accrued vacation, holidays, personal days, floating holidays, and sick days.

### **APPLY**

We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

Research shows that women and individuals from underrepresented backgrounds often apply to jobs only if they meet 100% of the qualifications. We recognize that it is highly unlikely that any applicant meets 100% of the qualifications for a given role. Therefore, if much of this posting describes you, then you are highly encouraged to apply for this role.

Please send cover letter, resume, links to examples of social media content you've created, and salary requirements via email to [HR@artbma.org](mailto:HR@artbma.org) with **"Social Media Producer" Last Name and First Name** in the subject line.

Incomplete application materials will not be accepted.

No phone calls please.