



SOCIAL MEDIA DESIGN TEAM, C2 CENTRE FOR CRAFT

The Social Media Manager at C2 Centre for Craft develops content for all social channels. This position monitors, engages with, and grows an online community of naturally curious craft enthusiasts and museum lovers. The Social Media Manager maintains an audience-first approach, conducts regular reporting, and maintains the brand and voice of a world-class cultural institution on social media channels. The right candidate for this position can navigate large, complex environments with diverse stakeholders, and do so with confidence, expertise, and clear communication. At their core, this person has a passion for learning, storytelling, technology, current social media trends, and craft and design history.

This position exists in the Communications team and reports to the MCML Curator and MCC Director.

Duties and Responsibilities

- Manage publishing and engagement on Facebook, Twitter, Instagram, with compelling content and diligent community management
- Maintain and safeguard brand voice and message strategy across networks
- Promote the Centre's mission, collections, research, exhibitions, events, programs, and initiatives through both organic and paid social media
- Collaborate with the Digital Content Developer and an array of Centre staff to gather, write, and edit content
- Participate in the development of ongoing strategy for the Centre's social channels
- Monitor the Centre's brand across all channels, collaborating as appropriate with other staff to execute and respond to events as they occur
- Monitor, report, and respond to customer service issues
- Set and track measurable goals
- Help determine the impact of all Centre's social media outreach; analyze and review effectiveness of organic efforts and paid campaigns to help evolve ongoing social media strategy
- Implement and maintain institutional social policies and monitor social properties operated by other individuals and departments within the Centre

Qualifications

- Studies and/or training in fine arts, art history, museum studies, journalism, communications, or new media preferred.
- One year of social media or marketing experience.
- Exceptional communication skills, both written and verbal, with an ability to translate technical concepts for a general audience
- An eye for details and inconsistencies, both in writing and style
- Ability to adapt written voice to fit channel and brand
- Ability to analyze and report on social media performance metrics
- Knowledge of or interest in learning and understanding current social media landscape, trends, tools
- Self-starter with some project management skills, including schedule development, tracking, task prioritization, and an ability to meet tight deadlines

Nice-to-haves

- Experience creating storylines, shooting, and/or editing videos for social media
- Experience with paid social campaigns
- Familiarity with photo editing software, particularly Photoshop
- Familiarity with basic graphic design and tools, e.g., InDesign, Photoshop, Canva or Illustrator

Location and Time Commitment

- Work may be done at home or at the Centre.
- 4 - 10 hours per month.