



Opportunity for Social Media and Communications Specialist:

General Information:

The Art Academy of Cincinnati, established in 1869, is an independent college of art and design. Degrees granted are the Associate of Science in Graphic Design; the Bachelor of Fine Arts in Design, Illustration, Painting and Drawing, Photography, Print Media, and Sculpture; and the Master of Arts in Art Education.

Accredited by the National Association of Schools of Art and Design, the Art Academy is a charter member of NASAD. The Art Academy is accredited by the Higher Learning Commission and is a charter member of the Association of Independent Colleges of Art and Design, and the Greater Cincinnati Consortium of Colleges and Universities.

The campus is located in historic Over-the-Rhine at 1212 Jackson Street. The public is welcome and gallery hours are 9a-9p Monday through Friday and 9a-5p Saturday and Sunday unless otherwise noted.

Opportunity:

Social Media and Communications Specialist

Develop and execute digital strategy across multiple platforms to reach its target audience. This is an **exciting opportunity to bolster the Art Academy's rebellious brand identity and tell the school's story to prospective students in a way that drives enrollment.**

Required Skills:

1. Love for the arts, excited to embrace AAC mission / vision, passionate for brand story telling
2. Perform competitive and audience research, platform determination, benchmarking, and audience identification
3. Set up & **optimize pages within each platform to increase visibility of the college's social content**
4. Create editorial calendar that includes sharing content daily that builds meaningful connections with our target audience
5. Community management that is on-brand, timely, and appropriately replies to dialogue with partners, alumni, and prospects
6. Continuously improve by capturing and analyzing appropriate social data/metrics, provide a monthly report to the Director of Marketing and then act on that information
7. Pitch, write and edit content for Art Academy blog and monthly newsletter
8. Work with digital agency to implement social campaigns
9. Capture photography at events and for special projects
10. **Bachelor's degree in Marketing, Communications, New Media**
11. 2-3 years experience in marketing and content creation
12. Working knowledge of Photoshop, Illustrator and InDesign

Additional Details:

- Typical office environment
- Candidates must be able to navigate at least 50 stairs without demonstrating debilitating exertion (both up and down)
- Candidates must be able to lift at least 50 pounds (only occasionally)

Contact:

For more information, please contact:

- Chris Roediger, Director of Human Resources
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www.artacademy.edu