



**ALLIANCE for
CALIFORNIA
TRADITIONAL ARTS**

JOB DESCRIPTION

Job Title: **Digital Media Specialist**
Reports To: Media Director/Associate Program Director
Status: Non-Exempt, Part-time (20 hours per week)
Posted: June 28, 2023. Open Until Filled.
Location: Remote in California
Pay Range: \$35.58/hour-\$39.42/hour dependent on experience (hourly rate based on an FTE annual salary of \$74,000-\$82,000) plus benefits

THE ORGANIZATION

The Alliance for California Traditional Arts (ACTA) supports the health, vibrancy, and evolution of the State's diverse cultural traditions through advocacy, public programs, grant making, and connections for folk and traditional artists. Recognized for its culturally competent leadership, intellectual capital, and excellence in program administration, ACTA was founded in 1997 by an alliance of traditional artists, cultural workers, and arts administrators. Since then, ACTA has grown into a \$5+ million, statewide organization headquartered in Fresno, with field offices in Los Angeles and San Francisco and remote staff located in various parts of the state.

JOB SUMMARY

The Digital Media Specialist will work in tandem with the Media Director in the implementation of ACTA's Communications and Media department. The Digital Media Specialist will assist in the development of all print and digital media work. This work content focuses on fieldwork-based documentation, research, public programming, and outreach. Our goal is to use media arts to expand access to the work of ACTA and its artists for California residents, the nation, and our growing international audience. This position requires equal parts digital technical ability, writing expertise, documentary skill, and creativity. Our online audiences have come to expect content presenting deep knowledge of cultural traditions. This position is key to ACTA's effectiveness as a digital storyteller.

JOB DUTIES

Assist the Media Director with all elements of print and digital media production, including:

- Manage the editorial and design process of monthly newsletter/digital publication
- Assist in the maintenance of ACTA's website and take the lead with editing the website
- Envision, calendar, and implement dynamic, short-form content production for social media as well as editorial features for our website/newsletter that grows public engagement with ACTA, utilizing ACTA archival material
- Manage the growth of ACTA social feeds and explore new platforms for expanding content production and outreach

- Aid in developing strategic alliances with partner organizations, and media organizations
- Manage and build accessibility to ACTA's analog and born-digital archive
- Support the management of contracts with designers, writers and other contractors, as needed
- Design/develop promotional content for various ACTA programs and events, and assist with press relations/media
- Other duties as assigned

SKILLS, QUALIFICATIONS, ATTRIBUTES NEEDED

- Bachelor's degree in the humanities, documentary arts, or media arts or related field and at least 2 years of relevant experience in arts and culture-centered media work, or programmatic cultural work
- A demonstrated commitment to racial and cultural equity, social justice, and ACTA's mission
- Extensive, contemporary knowledge of social media conventions and best practices; experience tracking and reporting analytics
- Strong photography, videography, and/or editing skills desired
- Knowledge of best practices in photo editing and photo management
- Strong writer and editor with experience developing storytelling materials for the public
- Dynamic, self-motivated individual with the ability to work independently and as part of a team
- Excellent organizational and communication skills, attention to detail and ability to meet deadlines
- Ability to travel throughout California and nationally, as needed
- Bilingual in Spanish a plus
- Archival experience including digitization, cataloging, meta-data, etc. a plus
- Proficiency in back-end systems like Wordpress, and with newsletter systems like Constant Contact; layout and design insight a plus

EQUAL EMPLOYMENT OPPORTUNITY

ACTA is fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by state or local law. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.

PAY RANGE

The pay range for this position will be dependent on experience. ACTA's pay rates are benchmarked to Fair Pay California Nonprofits. ACTA's pay range for this position is \$35.58/hour-\$39.42/hour (hourly rate based on an FTE annual pay range of \$74,000-\$82,000). Excellent benefits are provided including medical, dental, FSA plan, life insurance, 403(b) retirement contribution, paid sick days and holidays.

TO APPLY

Send a letter of interest outlining the skills and experience that make you a good candidate; your resume; the names, addresses, and telephone numbers of three references; and a portfolio of 3-6 links including previous and current print, digital, and/or social media work to: jobs@actaonline.org. Reference Digital Media Specialist in the subject line.

Please indicate your earliest availability to begin work and if we need to keep your application confidential.

DEADLINE

This position will remain open until filled. **Applicants will be reviewed as received beginning July 19, 2023.**