



ALLIANCE for
CALIFORNIA
TRADITIONAL ARTS

JOB DESCRIPTION

Job Title: **Part-Time Digital Media Specialist**
Reports To: Jennifer Jameson Merchant, Associate Program Director + Media Director
Status: Non-Exempt/Part-Time
Location: Remote/Hybrid based in California
Pay Range: \$34.67/hour-\$37.50/hour

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, grantmaking, and connections for folk and traditional artists. Founded in 1997 by an alliance of traditional artists, cultural workers, and arts administrators, ACTA has grown into a statewide organization with a \$5+ million budget, headquartered in Fresno, with field offices in Los Angeles and San Francisco, and remote staff across California. ACTA is recognized for its culturally competent leadership, community-rooted programming, and dedication to cultural equity.

JOB SUMMARY

The Part-Time Digital Media Specialist plays a key support role on ACTA's Media Team, stewarding the implementation of digital content and communications that align with ACTA's artist-centered mission. Working under the guidance of the Media Director, this position helps create visibility for the organization by producing content across digital platforms, implementing routine media tasks, and contributing to the maintenance of ACTA's online presence.

The Digital Media Specialist role contributes to the ideation of ACTA's dynamic storytelling content, and is accountable for the implementation of all digital media work. The position requires strong skills in writing, visual storytelling, and digital tools. It supports the day-to-day production of media assets, helps coordinate routine updates to the website and newsletter, and assists with archiving and organizing ACTA's digital materials.

JOB DUTIES

Under the guidance of Media Director, the Digital Media Specialist will:

- Support the production of social media posts, including writing content, formatting visuals, and scheduling posts
- Draft and design ACTA's monthly email newsletter



- Upload and update content on ACTA's website, using Wordpress, including blog posts, artist highlights, and event information
- Contribute to the development of ACTA's content calendar, ensuring timely updates and alignment with program activities
- Assist in collecting and providing analysis of analytics on social and web platforms
- Help maintain ACTA's photo, video, and digital media archive, ensuring assets are organized and accessible
- Assist in preparing content for development campaigns (e.g., Giving Campaign)
- Provide editing support for video and short-form media projects
- Assist with media and press outreach logistics as requested
- Attend regular Media Team meetings and support cross-departmental communications
- Complete other media-related tasks as assigned by the Media Director

SKILLS, QUALIFICATIONS, ATTRIBUTES NEEDED

- Bachelor's degree in journalism, media arts, humanities, or a related field
- Minimum two years of experience in digital media, communications, or related work in arts and culture-centered media or programmatic cultural work
- Demonstrated commitment to racial and cultural equity, social justice, and community-based art
- Strong writing and copyediting skills, with attention to tone, accessibility, and cultural competency
- Basic graphic design skills
- Proficiency in digital content tools, such as WordPress, MailChimp, Canva, Adobe Creative Suite, and social media scheduling platforms
- Video editing skills (e.g., for Instagram reels or short-form video content)
- Highly organized, with strong attention to detail and ability to follow through on tasks
- Effective communicator and responsive collaborator
- Ability to work independently on assigned tasks, while staying aligned with broader communications strategy
- Experience with photography and/or image editing is preferred
- Availability for occasional travel within California



PAY & BENEFITS

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 \$34.67/hour-\$37.50/hour, dependent on experience. Excellent benefits are provided, including medical, dental, FSA plan, life insurance, 403(b) retirement contribution, wellness, paid sick days, and holidays.

TO APPLY

Please submit a resume, cover letter, and the following work samples to jobs@actaonline.org, with the subject line "Digital Media Specialist Application."

- Two samples of a social media or short-form video post
- One writing sample (e.g., blog post, newsletter excerpt, or published article)

APPLICATION DEADLINE

Priority deadline is September 23, 2025. Position open until filled. ACTA will begin reviewing applications on this date.

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.