



**ALLIANCE for
CALIFORNIA
TRADITIONAL ARTS**

JOB DESCRIPTION

Job Title: Digital Media Specialist
Reports To: Media Director and Program Manager—Southern California
Status: Non-Exempt, Part-time
Posted: May 7, 2018. Open Until Filled.

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 is the official partner of the California Arts Council in serving the state's folk and traditional arts field. Founded in 1997 by an alliance of traditional artists, cultural workers, and arts administrators, ACTA has grown into a \$2+ million, statewide organization. Headquartered in Fresno, it has field offices and staff located in Los Angeles, San Francisco, and Berkeley.

JOB SUMMARY

The Digital Media Specialist, based at ACTA's Los Angeles office, will work in tandem with the Media Director in the implementation of ACTA's Communications and New Media program. 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 citizens, the nation, and our growing international audience. This position requires equal parts 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
- Manage and build accessibility to ACTA's analog and born-digital archive
- Assist in the development of ACTA's new website and take the lead with editing the website
- Envision and implement dynamic content production that grows public engagement with ACTA from various sources of documentary work with artists, for example:
 - Newly-produced staff fieldwork, ACTA programs, and events
 - Archival documentation
 - Freelanced project commissions

- Explore the possible development and production of an ACTA-led podcast or similar audio and video project
- Aid in developing strategic alliances with partner organizations, and media organizations
- Manage the growth of ACTA social feeds, producing content that speaks to the breadth and creativity of California's traditional artists
- Coordinate a consistent look and feel across ACTA programs, and maintain ACTA's digital content distribution calendar
- Manage contracts with designers, writers and other contractors, as needed
- Design/develop promotional content for various ACTA programs and events
- Assist with press relations/media

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 and social justice
- Proficiency in back-end systems like Wordpress, and with Newsletter systems like MailChimp; layout and design insight a plus
- Extensive, contemporary knowledge of social media conventions and best practices; experience tracking and reporting analytics
- Strong photography and videography skills desired
- Knowledge of best practices in photo editing and photo management
- Archival experience including digitization, cataloging, meta-data, etc. desired
- 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 Southern California, and as needed, statewide
- Bilingual ability 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.

SALARY

The salary for this position will be dependent upon experience. All ACTA salaries are benchmarked to nonprofit salary ranges. Excellent benefits are provided including

medical, dental, FSA plan, life insurance, 403(b) retirement contribution, and paid sick days, vacation, and holidays.

TO APPLY

Send a letter of interest that outlines the skills and experience that make you a good candidate, and include a resume and the names, addresses and telephone numbers of three references, along with a **portfolio of links including previous and current print, digital, and/or social media work** to: actajobs@gmail.com. Please reference Digital Media Specialist in the subject line.

This position will remain open until filled. Applicants will be reviewed as received beginning May 7, 2018.