

**LUX Center for the Arts**  
**Digital Media Creator**  
**Job Description**

**Summary**

The Digital Media Creator works directly with the Communications Director to strategize, create, and execute social media campaigns. Challenges to be met are weekly and monthly editorial planning, content creation and distribution.

**Schedule**

This position is a part-time hourly position. The exact hours and schedule can be flexible. Some evenings and weekends are required for First Fridays, events, etc.

**Compensation**

\$18 to \$25 per hour based on experience. Please note your desired rate in the cover letter. This position is 24 hours per week with a flexible schedule. More hours may be available as this position grows.

**Job Requirements**

The successful candidate is creative, flexible, highly organized, detail-oriented, and a problem solver. The ideal candidate has:

- Bachelor's degree in digital communications or related field such as advertising, journalism, or marketing or equivalent experience
- 2+ years experience in digital marketing/social media marketing
- Excellent written and verbal communication skills
- Creative and strategic thinker with excellent planning and organizational skills
- Knowledge of social media analytics software including Facebook and Instagram Insights
- Working knowledge of major social media platforms (Facebook, Instagram, Twitter, Youtube, Pinterest)
- Experience with content management systems and image/video editing software
- Ability to respond and adapt to the fast-paced nature of social media and provide quick, informed communication
- Highly collaborative with the ability to take initiative and work independently
- Able to operate camera equipment

**Job Responsibilities**

- Work directly with Communications Director to create editorial calendars
- Work directly with Communications Director to strategize, design and execute multi-channel marketing campaigns and targeted ads
- Create and edit short-form videos, graphics, gifs, and more.

- Write social media captions, including hashtags and alt-text, and blog articles
- Respond to comments and DMs on social media platforms
- Assist with overall organization photography and documentation
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- Ensure brand message is consistent
- Other duties as needed

### **Selection**

- The LUX prioritizes the inclusion of traditionally marginalized people in the leadership and staffing of the LUX.
- LUX regularly engages in conversations about how prejudices manifests in our policies, practices, relationships, exhibitions, programs, and culture and works to alleviate any harm caused by prejudice and bigotry and create an atmosphere that prevents harm from being done in the first place.
- LUX does not discriminate based on race, color, ethnicity, national origin, sex, age, pregnancy, sexual orientation, gender identity, religion, disability, financial status, or marital status in its programs, activities, and employment.

**To apply for this position, send a resume and cover letter to [Joslyn@luxcenter.org](mailto:Joslyn@luxcenter.org)**