

New Media and Communications Coordinator Position Description

SPACES - Saving and Preserving Art and Cultural Environments, a 501(c)(3) public benefit organization headquartered in Aptos, California, is looking for an individual who can combine digital media skills and an understanding of SPACES's mission and goals to help us build new audiences for our organization. Familiarity with the genre of art environments and the fields of folk and self-taught art are preferred but not required.

We seek a self-starter with experience in communications and digital media content development who can successfully promote and build awareness for the unique sites and environments that SPACES represents. With the new national and international audiences you build, we will expect to see significantly increased page views on our website (www.spacesarchives.org).

This position is defined as an "independent contractor" and is expected to require the equivalent of approximately ten hours weekly; compensation will be negotiated commensurate with experience. The successful candidate will be reviewed after the first month, with a second review after six months. The New Media and Communications Coordinator will report directly to SPACES's Director.

The New Media and Communications Coordinator may work remotely from their home or business.

Responsibilities:

- Create engaging, shareable content about SPACES and the art environments on for our website via our blog, news, and events sections
- Manage, develop, and edit content across SPACES social media platforms including regular posts to;
 - Instagram
 - Facebook
 - Twitter
- Develop strategic ways to direct users to the SPACES website and its archives
- Manage, document, and adjust to findings in analytics across all digital platforms
- Respond to engagement on digital platforms, and serve as a facilitator of dialogue on the work of SPACES
- Capitalize on opportunities within emerging platforms and online communities
- Work with Director to develop, design, and edit and implement a regular

- newsletter, and oversee maintenance and growth of our electronic mailing list
- Develop content for such online dictionaries/encyclopedias as Wikipedia on the work of SPACES
 - Broadly promote SPACES's website and archival resources to academic and cultural communities
 - Serve as a general point of contact in media relations, develop press releases for news stories on the work of SPACES in the art world and among travelers, photographers, and enthusiasts alike.
 - Coordinate outreach for the submission of archival materials and research to add to crowd-sourced digital index of art environments
 - Develop dynamic visibility for the work of SPACES as an approachable and valuable resource to scholars, travelers, and enthusiasts alike.
 - Research and test new platforms and digital strategies, and prepare report-backs in progress
 - Develop quarterly board reports assessing goals and accomplishments
 - Speak to the work and history of SPACES with confidence in person, or otherwise, and generally serve as an advocate and ambassador for the Archive.

Interested candidates must submit the following items as part of their online application:

- Cover letter stating the skills and experience that make you a good candidate
- Resume
- Writing samples (at least two, reflecting different lengths and written for different audiences)
- Portfolio/work samples in digital media content development

Qualifications:

- Bachelor's degree or higher from a four-year accredited college or university; preferred majors might include journalism, communications, creative writing, or new media
- Experience in creating social media content across multiple channels (including but not limited to such forums as Facebook, Twitter, and Instagram)
- Strong writing skills and ability to communicate effectively across all channels
- Ability to produce content quickly
- Excellent verbal communication skills with the ability to present ideas and information clearly to Director
- Detail-oriented, with outstanding organizational skills
- Graphic design skills
- Collaborative team player
- Proactive, creative, and independent thinker
- A basic understanding of the field of self-taught art and art environments

Send letter and above qualifications electronically by October 5, 2017 to:

Jo Farb Hernandez

Director

SPACES

Email: jfh@cruzio.com

Website: www.spacesarchives.org

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SPACES is a nonprofit 501(c)(3) public benefit organization that was incorporated in 1978 for the purposes of identifying, documenting, and advocating for the preservation of large-scale art environments on an international basis. SPACES is currently in transition, with archives being transferred to the Kohler Foundation, Inc. of Sheboygan, Wisconsin. For more information on the organization, see www.spacesarchives.org.