



## OFFICE OF ARTS, CULTURE AND THE CREATIVE ECONOMY DIGITAL ENGAGEMENT & EVENT SPECIALIST

The Office of Arts, Culture and the Creative Economy (OACCE) closes the gap in access to quality cultural experiences and creative expression through the support and promotion of arts, culture and the creative industries; connects Philadelphians to enriching, arts-infused experiences; links local artists and cultural organizations to resources and opportunities; and preserves the City's public art assets.

OACCE seeks a full time Digital Engagement & Event Specialist to support OACCE's mission to provide equitable access to the arts through real-time communication and digital engagement. With more and more people getting information through digital platforms like email and social media rather than traditional media, this role is vital to engage Philadelphia residents, artists, and cultural organizations.

### RESPONSIBILITIES

- Ensure that the public are aware and well-informed OACCE's activities, impact, and reach
- Manage OACCE's social media community of more than 28,000 followers within City guidelines while developing strategies to highlight all of OACCE's annual arts programs, opportunities, and resources including arts funding
- Update and curate the Arts Access Calendar of thousands of free virtual and in-person arts programming being offered by local cultural organizations to ensure Philadelphians have equitable access to the arts, regardless of the ability to pay
- Provide graphic design support to all programs including website updates, developing promotional materials, and serving as the point of contact for any external vendors in the development and delivery of marketing materials
- Document and represent OACCE at funded events and programs. This will require nights and weekend flexibility.
- Support the production of Arts Access TV which has featured over 60 episodes of content from local artists and cultural organizations on Channel 64.
- Complete other duties as needed.

### REQUIRED QUALIFICATIONS

- Knowledge of the Philadelphia arts and culture sector.
- Has a passion for public engagement, multi-platform storytelling, and demonstrates a knowledge of marketing strategies that engage residents and cultural organizations in their communities.
- Pro-active, self-directed, and show an enthusiasm to take on new projects.
- Proficiency with marketing technology tools such as Mailchimp and social media platforms Twitter, Facebook, and Instagram.
- Experience with audience generation and digital engagement strategies.
- Excellent communication skills (both written and verbal).
- Ability to multi-task and monitor multiple projects simultaneously.
- Experience in planning and budgeting, audience development, and program evaluation.
- Ability to effectively work under pressure to meet deadlines.
- Capacity to work independently and collaboratively as part of a team.
- Proficiency with Adobe Suite, Canva or other graphic design software.

**TRAINING & EXPERIENCE:** Bachelor's Degree or equivalent educational experience is preferred. The ideal candidate will have a minimum of 2 years of experience in social media marketing, digital communications and/or media relations.

**SPECIAL REQUIREMENTS:** Must be a Philadelphia resident. Must have valid driver's license. Candidate must pass a background check. Must be able to work a hybrid combination of remote and on-site in City Hall, Room 116.

**PHYSICAL AND MENTAL DEMANDS:** Position requires a high level of mental concentration and commitment. Position requires travel to OACCE events and programs within Philadelphia County.

**COMPENSATION:** \$40,000-50,000 range. Includes an excellent benefits package (health, dental, and vision). This is a full-time exempt position.

**To apply, contact Carrie Leibrand, Community Engagement Manager at [carrie.leibrand@phila.gov](mailto:carrie.leibrand@phila.gov) with a resume, cover letter, and work samples. No phone calls please.**