

Moore College of Art & Design Job Posting

Status: Exempt, Full-Time

Position: Creative Content Manager

Reports To: Vice President of Creative Strategy

About Moore: Moore College of Art & Design is a historically all-women's undergraduate college that has evolved to admit nonbinary and trans undergraduates, as well as co-educational continuing education and graduate students. Founded during the original industrial revolution to advance women in new fields, under principles of inclusivity and opportunity, our mission is more relevant than ever, as technology, sustainability, and diverse cultures drive and influence new and existing industries. We strive to create a community of employees and faculty that mirrors our student body and offers a range of academic perspectives in their fields. We welcome candidates who value diversity and support the inclusive culture we seek to nurture at Moore. The world needs Moore. For more information, visit moore.edu and follow us on social media @moorecollegeart.

Benefits: Moore College of Art & Design offers a time off package consisting of 41 days paid throughout the year for holidays, winter break, vacation and personal days. In addition, we provide 2 weeks of sick time and offer a great benefit package including health, dental, and a 403b plan with an immediate match and 100% vesting.

Purpose: The **Creative Content Manager** collaboratively shapes and executes a unified photo & video content strategy that reflects and advances the mission, values and strategic priorities of Moore College of Art & Design together with the VP of Creative Strategy. The CCM also plans, generates, implements and monitors content across all digital platforms (moore.edu, Facebook, Instagram, LinkedIn, Reddit, Tik Tok, YouTube, etc.) -and some print- ensuring a consistent and compelling brand voice that drives awareness, engagement, and growth. The person in this role is responsible for producing high-quality, authentic photo & video content that elevates Moore's position as Philadelphia's only independent school for art & design, offering BFA, graduate, youth and adult continuing education programs. This, together with authoring corresponding copy for social media platforms, positions the CCM at the front lines of Moore's brand experience.

Reporting to the Vice President of Creative Strategy, the CCM will plan, capture, edit, and deliver a wide range of visual assets for use across digital campaigns, websites, social media, events, and other print-based brand communications. This role requires strong technical ability, creative problem-solving, and a hands-on approach to content creation. The role ensures that every asset is purposeful, compliant, and aligned with brand and safeguarding standards. The ideal candidate is a versatile storyteller who excels not only behind the camera, but also as an innovative content visionary who captivates, inspires, and pushes beyond traditional content marketing together with colleagues and external collaborators. The CCM must operate with creative rigor and produce polished (sometimes cinematic) work while remaining nimble enough to fix small-but-critical details without hesitation.

Qualifications:

- A BA, BFA or BS in a related or creative field is required together with a minimum of 3 years' experience in a similar role; advanced degree preferred but not required.
- Ability to create compelling visual content including photography and video editing is required.
- Content production experience and strong writing skills are required.
- Proficiency with all major social media platforms is required, with a demonstrated knowledge of their respective trends, features and user bases.
- Ability to lead frequent in-person collaboration with colleagues, partners, students, etc.
- Graphic design skills and ability to use the Adobe Creative Suite are a plus.
- Excellent project- and time-management skills are required.
- Must be able to attend evening and weekend events.
- Experience with social listening tools and social media marketing best practices.
- Familiarity with Facebook Advertising and other social media paid campaigns.
- Excellent proofreading skills with attention to detail.
- Strong relationship management skills for engaging online communities effectively.
- Understanding of branding principles and public relations strategies.

Responsibilities:

- Capture high-quality photo and video content around daily campus activities, events, campus environments, and in the surrounding community that supports enrollment growth and improved retention.

- Produce a range of visual content, including short-form videos, brand stories, interview-based pieces, program highlights, and other print/digital campaign assets.
- Create compelling content in collaboration with department colleagues that incorporates design assets, photo/video assets, written stories and tracking techniques that are relevant for audiences, specifically prospective and current students, families, alumni, and partners.
- Together with peers, maintain organized, structured digital asset library.
- Develop, design, execute and analyze an ongoing calendar of compelling, creative and authentic organic and paid content for Moore's social media channels and spearhead online community management efforts to support strategic goals.
- Manage all official Moore-sanctioned social media profiles on a daily basis: post organic and planned content; work with colleagues to repost/edit/archive content; respond to DMs; monitor comments; and be the primary "eyes and ears" of Moore's online presence/s.
- Find successful ways to drive social media followers through organic and paid social strategies to the College's website, CRM and other major platforms, with specific calls to action and proper tracking, in collaboration with colleagues in Marketing & Communications and Admissions/Enrollment.
- Engage with followers, respond to comments, messages, and manage online relationships to foster community growth, manage social media crises together with colleagues.
- Monitor social listening channels to gauge public sentiment and gather insights for campaign optimization.
- Manage paid social advertising campaigns to increase reach and engagement.
- Conduct keyword research and utilize SEO best practices for social to enhance content discoverability.
- Maintain best practices for online community management across social media and other online platforms, and serve as a responsive point of contact on behalf of the College.
- Attend and document evening and weekend events throughout the year, including annual signature events (Commencement, Fashion Show, etc.), enrollment events (open houses, etc.), student life events (Halloween, Spirit Week, etc.), alumni and advancement-driven events (gallery openings, alumni reunion, etc.) and other assignments as required.
- Manage a cohort of work-study students who create content for TikTok, Instagram Stories/Reels, and Facebook Stories, and assign duties and event attendance as needed, in accordance with the social media calendar.
- Serve as an in-house resource for social media best practices for academic and administrative social media managers across the College.
- Seek out and take advantage of opportunities for professional development and stay attuned to the evolution of the social media landscape, including trends, new platforms, etc.
- Other department duties as assigned.

Physical Demands/Working Conditions:

This position requires attendance at weekend and evening events throughout the year. Physical demands may vary depending on content capture scenarios, but are primarily minimal. The above statements are intended to describe the general nature and level of work being performed. These are not to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel as so classified.

To Apply:

Interested candidates send your resume and cover letter with salary requirements to HR@Moore.edu.

The College adheres to the principle of equal educational and employment opportunity without discrimination on the basis of race, color, religion, age, national or ethnic origin, sexual orientation, gender identity or expression, handicap or disability, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law in the administration of its educational policies, scholarship and loan programs, and other College-administered programs and employment practices. Retaliation is also prohibited. Read Moore's full compliance statement <https://moore.edu/non-discrimination-policy/>