



## POSITION ANNOUNCEMENT

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### **Digital Content Manager (Full-Time)**

The Milwaukee Institute of Art & Design (MIAD) seeks an enthusiastic, highly creative and detail-oriented Digital Content Manager to join our Marketing & Communication team with an anticipated start date in April 2026. Reporting to the Senior Executive Director for Marketing & Recruitment Strategy, this position plays a central role in shaping and advancing MIAD's digital presence through strategic storytelling, website management, social media engagement and performance analytics. This role drives visibility, strengthens brand awareness and supports enrollment through compelling, audience-focused content across digital platforms.

#### **Responsibilities include, but are not limited to:**

1. Authentically capture and communicate the compelling MIAD experience; generate original storytelling and amplify campus content to grow and engage key audiences.
2. Create new web pages; update text, images, videos; and provide regular content maintenance.
3. Design and implement high-quality, brand-aware, timely content for public-facing websites (e.g. news articles, event promotion, student, faculty and alumni stories, and area landing pages).
4. Proactively plan, create, share, manage and execute engaging content across multiple social media and digital platforms, in response to educational and marketplace trends, user-defined needs, best practices, college goals and objectives.
5. Color correct, crop and edit photography for digital usage; digital SLR photography skills preferred.
6. Capture, edit and produce high-quality video content for digital platforms; proficiency with DSLR/mirrorless video production, lighting, audio capture and basic color grading preferred.
7. Analyze website, SEO, and digital engagement data; develop data-informed recommendations to optimize performance, user experience, and conversion.
8. Optimize web content and recommend navigation improvements to enhance usability and compliance for all core audiences, in particular prospective students.
9. Plan and execute integrated social media strategies across Instagram, Facebook, LinkedIn and emerging platforms; manage content calendars aligned with institutional priorities, enrollment goals and marketplace trends.
10. Write and schedule mass emails, communications and newsletters, as appropriate.

11. Support the college's crisis communication distribution as needed.
12. Document processes and recommend workflow improvements to strengthen efficiency and effectiveness.
13. Manage multiple projects simultaneously within established brand standards and timelines, working collaboratively with the Senior Executive Director for Marketing & Recruitment Strategy, the Marketing & Communications team and campus stakeholders to align digital strategy with broader institutional initiatives.
14. Other duties as assigned.

**Required Qualifications and Experience:**

- Bachelor's degree in Communication, Marketing, Journalism, English or related field required. Alternatively, candidates with 6+ years of equivalent professional experience in editing, proofreading, copy-editing, and publication writing will be considered.
- Previous experience with marketing strategies, in particular, online strategies and social media strongly preferred.
- Experience analyzing Google Analytics/other analytics software preferred.
- Proficiency in Adobe Photoshop, Adobe Premiere Pro or other video editing software required.
- Experience with content management systems (CMS) required; familiarity with WordPress or Drupal preferred.
- Experience working in higher education is a plus.

**Skills, Knowledge and Abilities:**

- Exceptional writing and editing skills.
- Strong working knowledge of Microsoft Office (Word, Excel, PowerPoint)
- Ability to thrive in a fast-paced environment and meet tight turnaround deadlines.
- Highly organized and detail-oriented, with the ability to prioritize competing deadlines.
- Demonstrated ability to collaborate effectively with faculty, staff, students, and external partners.
- Ability to work full-time on-site at MIAD's campus.

**Application Process and Deadline:**

Qualified applicants should submit the following information in **one (1) pdf** document via email to: **dcmsearch\_group@miad.edu** with the subject line: DCM – Last name, First Name

- ✓ A letter of interest/cover letter
- ✓ A resume
- ✓ Three (3) professional reference names and contact information.

**Initial review of applications will begin after March 30, 2026 and will continue until the position is filled.**

MIAD offers an attractive benefits package, including health, vision, and dental insurance. All final candidates must successfully complete reference and background checks. Only pending charges or convictions that are substantially related to the position being considered will be

taken into account during the employment decision-making process. Conviction records that are not substantially related to the position or to campus safety will not be considered in hiring decisions.

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**About MIAD:** For over 50 years, the **Milwaukee Institute of Art & Design (MIAD)** has provided a transformative creative education, igniting curiosity through art, design, and service. As Wisconsin's leading private, nonprofit art and design college, MIAD prepares students for diverse, fulfilling, and financially rewarding careers through innovative, entrepreneurial thinking in a student-focused community.

Today, MIAD enrolls over 800 students annually in its nationally ranked BFA programs, including Communication Design, Illustration, Animation Track (Illustration), Product Design, Fashion and Apparel Design, Fine Art + New Studio Practice, and Interior Architecture and Design. Student enrollment has grown 40% in the past decade, with a strong emphasis on innovation, empathy, and community engagement.

Beyond the classroom, MIAD fosters cultural experiences and community impact through robust youth programs, nonprofit partnerships, and corporate collaborations, strengthening Milwaukee's creative economy.

Looking forward, MIAD remains a dynamic educational and creative force, addressing broad societal needs through action, intention, and expression.

MIAD is committed to a teaching, learning, and working environment free from all forms of discrimination and harassment. The college prohibits students, employees, contractors, volunteers, and visitors from engaging in discrimination and harassment based on any individual's age, race, creed, color, disability, marital status, sex, national origin, ancestry, sexual orientation, gender identity, gender expression, genetic information, religion, arrest record, conviction record, military service, veteran status, use or nonuse of lawful products off MIAD premises during nonworking hours, and any other legally protected characteristic. This prohibition applies to all of MIAD's educational programs and activities—including admissions—as well as all employment actions, including but not limited to recruiting, hiring, promotion, demotion, compensation, and benefits.