

Craft Contemporary

SOCIAL MEDIA ASSISTANT (PART-TIME)

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Summary of Position

Craft Contemporary seeks an early-career, art-passionate Social Media Assistant to maintain and grow our presence primarily on Instagram, our most active platform. The role also involves managing content on Facebook and, when time and strategy allow, exploring growth opportunities on emerging platforms like TikTok. Working closely with internal teams and occasionally with external partners for special events, the Social Media Assistant will conceive, shoot, edit, and publish original content that highlights exhibitions, programs, and supports the museum's broader mission.

This position requires a solid understanding of content strategy, digital storytelling, and platform-specific trends. The ideal candidate will bring strong visual and written communication skills, a passion for the arts, and a commitment to representing Craft Contemporary's inclusive values to a diverse public audience.

Reporting to the Creative Director, the Social Media Assistant collaborates with the Director of Membership & Events, Senior Curator, Director of Education, Public Programs Manager, and other staff members. This part-time, hourly position requires a flexible schedule, including occasional weekend and evening hours.

Key Responsibilities

Content & Strategy (60%)

- Manage daily content for Instagram and Facebook, with an emphasis on Reels, Stories, and short-form video over static posts.
- Create original photo and video content—including behind-the-scenes, in-gallery moments, and artist features—using in-house tools and phone-based editing apps.
- Develop and maintain monthly content calendars aligned with exhibitions, programs, and campaigns.
- Stay up to date on platform trends, tools, and algorithm changes (e.g., video performance vs. still images) to inform content strategy and maximize engagement.
- Lead the integration of the Museum Shop Instagram into the main Craft Contemporary account, ensuring cohesive content and messaging across all offerings.
- Collaborate with internal teams and external creatives to support campaigns, events, and special projects.

Analytics & Growth (15%)

- Track engagement metrics and audience behavior using Instagram/Facebook Insights and Meta Business Suite.
- Monitor follower growth, content reach, and audience demographics to inform strategy.
- Prepare monthly performance reports summarizing top-performing content, engagement trends, and areas for optimization.
- Recommend content or scheduling adjustments based on data, social trends, and algorithm changes.
- Identify opportunities to repurpose or expand on high-performing content.

Community & Collaboration (25%)

- Monitor and respond to comments, direct messages, and inquiries on social media with a professional, respectful, and on-brand tone.
- Handle sensitive or confidential messages with discretion, escalating to appropriate staff when necessary.
- Manage the social@craftcontemporary.org inbox, triaging messages and coordinating responses as needed.
- Represent Craft Contemporary's voice and presence at select programs and special events requiring social media coverage.
- Participate in special projects and other duties as assigned by the Executive Director.

Traits, Characteristics & Qualifications

- Demonstrated commitment and enthusiasm for Craft Contemporary's mission, vision, and values, with a strong desire to support the museum's role as a dynamic cultural institution.
- Bachelor's degree or current enrollment in Marketing, Communications, Art History, Museum Studies, Digital Media, or a related field, OR equivalent practical experience.
- 0–2 years of relevant experience (including internships, volunteer work, or freelance projects) managing social media for a nonprofit, brand, or cultural institution.
- Proficiency with key social media platforms, especially Instagram and Facebook; familiarity with TikTok, Pinterest, and others is a plus.
- Basic skills in creating, shooting, editing, and publishing visual content (photo and video) using tools such as Canva, Adobe Creative Cloud (Premiere Pro, Photoshop, Lightroom), smartphone apps, or similar.
- Familiarity with content scheduling tools (e.g., Trello, Later, Hootsuite) and platform analytics dashboards (Meta Business Suite, Instagram/Facebook Insights).
- Basic understanding of social media trends, algorithms, best practices, and social media advertising (boosted posts, ad targeting).
- Graphic design or layout skills for story templates, infographics, and promotional assets preferred.
- Strong written and verbal communication skills, including clear and professional email etiquette; ability to write engaging captions aligned with brand voice.

- Excellent organizational skills and attention to detail; ability to manage multiple tasks and deadlines efficiently.
- Highly self-motivated, reliable, punctual, and adaptable to changing priorities.
- Comfortable working independently and collaboratively within a team.
- Customer service oriented, with the ability to engage respectfully and professionally with diverse audiences.
- Experience or strong interest in arts, contemporary craft, design, or visual art, preferably with cultural institutions.
- Professional online presence and ability to represent Craft Contemporary respectfully and responsibly.
- Physical requirements: ability to sit, stand, walk for extended periods; bend, reach, lift up to 40 lbs.; safely ascend/descend step stools or small ladders (with or without accommodation).

Reports To: Creative Director

Location: Hybrid (75% on-site at Craft Contemporary, Los Angeles, CA)

Hours: 15 hours per week, with a flexible schedule primarily focused on core business days that include workshops or programming (e.g., Thursday–Sunday, 11 am – 5 pm). Flexibility to work onsite during special events or exhibition openings is required. The exact schedule will be coordinated between the Social Media Assistant, the Creative Director, and relevant team members to ensure coverage for key programs and events.

Compensation

\$20-\$25 per hour, depending on experience

Application Procedure

To be considered for this position, please submit the following as a single PDF attachment to Rody N. Lopez, Executive Director, HR@craftcontemporary.org:

1. Letter of Interest
2. Resume with professional references.
3. Portfolio or links to at least three social media campaigns or content pieces you've managed/produced.

The application period will remain open until the position is filled. We anticipate the selected candidate to start by August 15, 2025.

Craft Contemporary is an equal-opportunity employer. We encourage candidates from all backgrounds to apply, as diversity and inclusion are fundamental to our organizational values. We are committed to providing a workplace that embraces and celebrates diversity, fostering an environment of equal opportunity for all.

About Craft Contemporary

Craft Contemporary, located on Los Angeles' historic Miracle Mile, resides in a three-story neo-Georgian building designed in 1930 by Gilbert Stanley Underwood. Once housing Frieda Schroeder Cakes, it was transformed into a restaurant and gallery by painter Edith Robinson Wyle in 1965, gaining non-profit status as the Craft and Folk Art Museum in 1973. Today, its façade, adorned with a vibrant geometric design by Los Angeles artist Brent Spears (Shrine), showcases the museum's dynamic spirit.

In 2018, the institution transitioned to Craft Contemporary, aligning its name with a mission that celebrates both the process and outcome of making. Craft Contemporary is a vibrant hub for creativity and cultural enrichment in Los Angeles, embracing diverse audiences. The museum remains committed to Wyle's legacy, curating exhibitions featuring established and emerging artists exploring craft media often overlooked in larger institutions. Wyle's belief in the transformative power of hand-crafted objects echoes through the museum's commitment to representing handmade art, cultural identity, and immersive experiences. The institution continues to evolve, offering educational programs and hands-on multigenerational workshops, creating a space where Los Angeles residents can deepen their connection to art, creativity, and community.

The museum also features an award-winning [Museum Shop](#), which is a destination in its own right.

Please visit www.craftcontemporary.org/about for more information.

About Los Angeles

Los Angeles is the commercial, financial, and cultural center of Southern California. The city covers approximately 470 square miles and is home to a population of 4 million residents (10 million in Los Angeles County); it is the largest city in the state of California and the second most populous city in the United States. Los Angeles is known for its Mediterranean climate, ethnic and cultural diversity, championship sports teams, and beautiful beaches. Los Angeles ranks among the world's largest economies; not only is it the epicenter of the entertainment industry, but Los Angeles also has a booming tourism industry and strengths in international trade, technology, fashion, and digital media. Los Angeles is home to iconic landmarks and attractions, renowned universities and colleges, and more museums than any city in the United States, including The Getty, Los Angeles County Museum of Art, The Broad, and California Science Center.