



Digital Content Producer

Full-Time Position

Marketing & Communications

The BMA is seeking a full-time Digital Content Producer to create original video content for the BMA's social media channels and other digital platforms.

Recently ranked by the *Washington Post* as one of the top 20 museums in the United States, the Baltimore Museum of Art is an internationally renowned museum with the world's largest public collection of works by Henri Matisse. The BMA embodies a commitment to artistic excellence and social equity in every decision from art presentation, interpretation, and collecting to the composition of the Board of Trustees, staff, and volunteers—creating a museum welcoming to all. Serving nearly 250,000 visitors annually, the BMA is the largest art museum in Maryland and is a vibrant institution embraced as an indispensable element of community life, a vital educational resource for a broad and diverse audience, and a leader in the revitalization of the city that surrounds it. In the upcoming years, the work of the BMA will be guided and shaped by four strategic priorities: (1) Interweaving global and local histories; (2) Building a more artist-centered institution; (3) Deepening our commitment to education in all its forms; and (4) Developing greater community partnerships.

The Digital Content Producer will engage and expand audiences through creative and compelling video content that will be distributed across digital platforms. The position is responsible for filming, editing, and publishing mission-and-brand-aligned stories mined from the Museum's collection, exhibitions, and programs and events. The Producer will develop and produce stories in collaboration with Museum staff across divisions, serving as Marketing and Communication's videographer and visual storyteller with special attention given to sound and lighting techniques, inventive transitions, and social-first formats. The Producer will help to increase our publishing cadence, enhance our visual style, and diversify our video portfolio.

RESPONSIBILITIES

Responsibilities include but are not limited to:

- Film, edit, and publish video content for various digital platforms, demonstrating an advanced understanding of lighting and audio techniques
- Identify, research, develop, and execute story ideas
- Schedule and conduct interviews, with great attention to forming and nurturing relationships with content partners such as artists and arts professionals
- Write creative briefs, scripts, and outlines
- Manage projects and create production schedules, ensuring timely delivery of content within a fast-paced social-first environment
- Maintain filming equipment
- Work closely with staff across the Museum to create mission-aligned engaging and relevant stories
- Brainstorm and implement marketing and audience engagement strategies with

- colleagues
- Stay current on industry and platform trends and changes to ensure innovative storytelling

This full-time, exempt position reports to the Director of Digital Media in the Marketing and Communications Division.

REQUIREMENTS

- BA in journalism, marketing & communications, broadcast production, filmmaking, a related field, or professional experience equivalent
- Three to five years of experience desired in video production and digital content creation
- Ability to develop and execute creative video ideas for promotional and educational purposes
- Knowledge of camera, lighting, and sound equipment
- Experience with the Adobe Creative Suite, specifically Premiere. Working knowledge of After Effects a plus.
- An eye for design and typographic hierarchies
- Strong collaboration skills
- Ability to manage multiple projects at once
- Excellent written and verbal communication skills
- Excellent attention to detail
- Awareness of accessibility standards for digital content
- Ability to work occasional nights and weekends
- An interest in art with an ability to cultivate relationships with artists, art professionals, and various audiences, showcasing cultural sensitivity and awareness

BENEFITS

The BMA is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are committed to building a culturally diverse staff and strongly encourage all qualified professionals to apply.

We offer a competitive salary and a generous benefits package. For this exempt position we offer medical, dental, vision, prescription, 403b retirement plan with match, long term disability, flexible spending account, flexible and condensed scheduling, museum and restaurant discounts, and reduced fee gym membership. We also offer accrued vacation, holidays, personal days, floating holidays, and sick days and hybrid work options.

This is a bargaining unit position.

SALARY: \$ 61,314

APPLY

Research suggests that women and individuals from underrepresented backgrounds often apply to jobs only if they meet 100% of the qualifications. We recognize that it is highly unlikely that an applicant meets 100% of the qualifications for a given role. Therefore, if much of this posting describes you, then you are highly encouraged to apply for this role.

Please send a portfolio of work samples, cover letter with salary requirements, and resume to HR@artbma.org with "**Digital Content Producer**" and **your first and last name in the subject line**. Incomplete application materials will not be considered. Applications will be reviewed on a rolling basis. Incomplete application materials will not be accepted. No phone calls please.

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Position will be posted until filled.

No phone calls please.

All employees must be legally authorized to work in the United States. The museum does not sponsor work visas.