

BALTIMORE

OFFICE OF PROMOTION
& THE ARTS

Multimedia Specialist

The mission of the Baltimore Office of Promotion & the Arts (BOPA) is to address the needs of the arts community through arts and cultural activities, advocacy, and support; create pride by promoting Baltimore to Baltimoreans; and to use the arts and events marketing tools to promote Baltimore's assets locally, regionally and nationally. BOPA produces festivals, special events, and promotions for Baltimore City and develops and administers funds, grant programs and community workshops. In addition, BOPA manages several historic attractions and sites in the Baltimore area. Facilities include School 33 Art Center, The Cloisters, the Bromo Seltzer Arts Tower, and the Top of the World Observation Level in the World Trade Center.

Position Description

The Multimedia Specialist for the Baltimore Office of Promotion & the Arts is a regular, full-time, non-exempt position, who reports to the Director of Marketing, and is a member of the Marketing & Communications Department. As a Multimedia Specialist, you will work closely with the Marketing and Communications team to create, edit, and publish multimedia promotional content (photography, videography, audio, motion) for marketing and communication needs.

Essential Duties and Responsibilities:

- Produce dynamic and engaging digital content highlighting BOPA's mission and various programming
- Lead video production, including planning, scripting, scheduling, production, and post-production efforts
- Incorporate and comply with existing brand guidelines
- Work with team to brainstorm promotional content ideas and strategy
- Support photographic coverage of BOPA events such as exhibitions, press conferences, festivals, etc in collaboration with team members
- Edit and organize photography for use in promotional materials

Qualifications:

- Bachelor's Degree in multimedia design, art, photography, videography, graphic design, or related field or minimum of 2 years of related experience
- Proficient in video, photography, and basic motion/animation
- Proficient with Adobe Creative Cloud (particularly After Effects, Premier Pro, and Lightroom)
- Experience designing, producing, and editing creative promotional content for websites and social media including reels and posts.
- Portfolio should demonstrate high quality attention to detail and aesthetics.
- Demonstrated ability to create content that connect with various audiences.

- Strong communications skills; visual, verbal, and written.
- Strong interpersonal skills
- Open and flexible to shifting job requirements.
- Ability to work independently as well as collaboratively with various teams and departments.
- Ability to maintain attention to detail while handling multiple projects simultaneously, meet deadlines and be responsive.

Preferred Qualifications:

- Proficient with web design, including experience with HTML, CSS, and WordPress CMS
- Exhibits knowledge of current video production process, principles, and the latest industry trends
- Has some knowledge and familiarity with static design—digital and print

Compensation & Benefits:

- Salary: \$55,000 - \$60,000 annually, commensurate with experience
- Benefits eligibility includes Medical, Dental, Vision, LTD, STD, Life and AD&D
- 403B Retirement Plan with employer match
- Paid Holidays
- Paid Sick and Vacation accrual
- Parking or Monthly Transit Pass (subject to availability)

Application Process:

Email cover letter and resume to: jjohnson@promotionandarts.org. No phone calls please.

The Baltimore Office of Promotion & The Arts, Inc. is an Equal Opportunity Employer. We strive to mirror the rich diversity of Baltimore City in our staffing and programming while emphasizing cultural equity. Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.