

Digital Content and Media Associate Museum of West African Art

About Our Organization:

The Museum of West African Art (MOWAA) is an independent, charitable organisation that supports initiatives in cultural heritage, art, and archaeology. Our goal is to create a world class collection of exemplary West-African art and support museum development and conservation practice across the region through facilities and expertise of the Pavilion. Through our collection, we will provide wide-reaching public programmes, research and professional development opportunities, ensuring MOWAA supports the growing contemporary arts scene in Africa and the rebirth of the great artistic and creative traditions of Benin.

Background:

This is a great opportunity to grow and develop while making an impact at an institution changing the face of arts and heritage management in West Africa.

The Communications team is responsible for developing the museum's physical and online audience through targeted campaigns, excellent online content, PR opportunities, brand development and online community management.

MOWAA is looking for an enthusiastic and proactive Digital Content and Media Associate to lead on content creation for our social media channels and to look after the content creation process from sourcing to creating all forms of content- digital, audio and video. We are seeking a talented and proactive Digital Content and Media Manager to lead our digital content strategy, focusing on motion graphics, video production, and content creation across various platforms. This role will be crucial in building awareness and excitement for MOWAA globally through engaging and high-quality digital content.

The post reports to the Head of Communications and works closely with PR agencies, the wider MOWAA team and freelance design support.

Key Responsibilities:

Content Creation and Management:

- Conceptualize, create, and manage engaging social media content for Instagram, Facebook, Twitter, YouTube, and LinkedIn.
- Lead on and produce of motion graphics, animations, and video content aligned with MOWAA's brand voice and initiatives.
- Design a wide range of brand collateral for both digital and print use, adhering to MOWAA's brand style guide.
- Project manage video and photo content capture at the museum building site to document construction progress.
- Coordinate videographer and photographer schedules, shots, and ongoing access to the building site.

Social Media Management:

- Develop and implement social media strategies to increase engagement and grow our online presence.
- Schedule and publish at least 3 social media posts per week per platform.
- Conduct regular hashtag and trend research to optimize content performance.
- Manage online communities, facilitating conversations and identifying queries for appropriate team members.

Digital Asset Optimization:

- Optimize already existing, and create media content for efficient online viewing on the website.
- Design updates to web assets, including graphic design, motion graphic and 3D elements (approximately 5 per month).
- Capture content as needed- video and photography.

Collaboration and Communication:

- Work closely with MOWAA's communications team to identify content needs and develop creative strategies.
- Support the Head of Communications in understanding organizational activities and liaising with other teams to support their communications and marketing needs.
- Assist with day-to-day media requests, including working with PR agencies and facilitating photoshoots and filming.

Brand Management:

- Act as a brand guardian and deliver relevant training to ensure consistency across all digital content.

Career Growth & Development:

Joining MOWAA offers an opportunity to shape a growing organization, work on groundbreaking initiatives, and build a rewarding long-term career. The role is supported by global experts and institutions within MOWAA's extensive network. MOWAA has a strong culture of constant learning and invests in developing people. By joining MOWAA's team, you'll have an opportunity to play a part in the development of the MOWAA Institute, opening in November 2024.

Terms and Conditions:

- **Reporting Line:** Head of Communications
- **Duty Station:** Benin City, Nigeria, open to remote
- **Compensation & Benefits:** Highly competitive, subject to credentials
- **Start Date:** Immediate (from August 2024)
- **Contract Duration:** Full-time, rolling/indefinite position, subject to performance

Join us at MOWAA and be part of a vibrant institution that supports the advancement of knowledge, the growth of contemporary arts and the revival of West Africa's great artistic traditions.

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To apply, submit your CV, cover letter to careers@wearemowaa.org by August 5, 2024. Kindly include "Digital Content and Media Manager" in the subject line. Enquires should also be sent to the same address.

Note: Only shortlisted candidates will be contacted for interviews. MOWAA is an equal opportunity employer and encourages individuals from diverse backgrounds to apply.