Job Description
Full-time, Exempt

Job Title: Head of Design & Editorial  Date: November 2023
Department: Design & Editorial
Division: Audience & Engagement
Accountable To: Chief Audience & Engagement Officer

Job Purpose: Director-level position that leads and champions a talented group of creatives, including designers, writers, editors, and project managers who concept, create, and produce museum projects. These projects include print collateral, exhibition graphics, motion graphics, publications, signage, environmental and wayfinding assets, retail merchandise, digital assets, and infographics. Sits within the Audience & Engagement division which includes Marketing & Communications and Learning & Engagement.

Responsible for strategy, staffing, budgeting, and planning of all Mia print, digital, and exhibition-related projects. Act as design point of contact to internal Mia partners to foster a collaborative, solutions-oriented environment. Lead design and editorial team to ensure brand consistency within audience, creative, and content strategies. Leverage creative-industry knowledge and experience to implement best practices in an arts nonprofit environment.

Mia Culture: The Minneapolis Institute of Art (Mia) is an audience-centered, equitable, and inclusive workplace where everyone is welcome. Mia is mission-driven, generous, agile, emotionally aware, and positive, and endeavors to create a workplace culture where staff are responsible to one another, to our visitors, and to themselves to do the best work possible.

Mia is an affirmative action/equal opportunity employer:
It is the museum’s policy to hire and promote qualified people and administer all terms and conditions of employment without discrimination due to race, color, creed, religion, ancestry, national origin, gender, sexual orientation, disability, age, marital status, status with regard to public assistance, or other protected-class status.

Mia does not discriminate on the basis of disability in admission or access to, or employment in, its programs and activities. If you are in need of a reasonable accommodation to enable you to complete the application process, please contact the Head of Human Resources.

Mia Framework for Inclusion, Diversity, Equity, and Accessibility:
Mia is committed to championing policies and practices that value diversity, foster equity, and empower an accessible and inclusive environment. Our strength lies in the diversity among the broad range of people who contribute their time and talents to Mia. We consider inclusion and accessibility to be drivers of institutional excellence and seek out diversity of participation, thought, and action. It is our aim, therefore, that our employees, trustees, interns, and volunteers reflect and embrace these core values.
Major Job Responsibilities:

1. Strategic Branding and Design
   • Act as brand ambassador and visionary.
   • Ensure high quality and high effectiveness of all design and editorial projects.
   • Maintain, update, and/or evolve brand style guide and tool kits.
   • Maintain consistent visuals and voice in line with Mia brand standards.
   • Coordinate with other internal departments to ensure integrated brand assets.
   • Work with the team to evaluate the brand quality and visibility for Mia.
   • Ensure there is a DEI lens on assets to encourage inclusivity.
   • Step in as design support for key projects.

2. Project, Process, and Budget Management
   • Assess incoming project requests and plan the departmental production schedule on a quarterly basis, in close collaboration with the project coordinator and department staff.
   • Facilitate kickoff meetings and enforce deadlines in collaboration with the project manager.
   • Provide weekly status reports to internal partners.
   • Develop and manage annual department expense budget, as well as project-related expense budgets.
   • Negotiate manageable scope of work, delivery dates, and standards of completion for all projects.
   • Identify and problem-solve resource and production issues that arise.
   • Working knowledge of project management software.

3. Leadership
   • Hire, train, supervise, and elevate the performance of all department staff, freelancers, and vendors.
   • Interact with internal Mia partners to identify and anticipate team member needs for requested projects and procure additional resources as needed.
   • Foster a collaborative and engaged department. Encourage and support professional development and skill building.

4. Perform other related duties and responsibilities as required or assigned.

Qualifications:

Education: BS/BA/BFA in art, design, business, or related fields, or equivalent experience.

Skills/Experience:

Required:
   • 10 or more years of creative and design experience
   • 2–3 years of art direction experience
   • 3–5 years of supervisory experience of creative staff—editorial, design, production, project management
   • Creation and implementation of brand strategy
   • Skilled in Adobe Suite, Google Suite, Microsoft Suite, Asana
   • Provide a portfolio digitally, at least 60% created solely by applying individual

Equipment Operated: Macintosh OS

Background Check:

Criminal background and credit check required.

Responsibility for work of others:

Directly supervise 3 Senior Graphic Designers, 1 Senior Editor, 1 Brand Narrator (writer), and the Project Coordinator.

To Apply: Email Ashley@pixiedustinc.com or Laura@pixiedustinc.com