



Social & Digital Media Coordinator

Company: American Art Clay Co., Inc.

Classification: Full-time, non-exempt position

Location: Indianapolis, IN

Reports To: Marketing Manager

About American Art Clay Company (AMACO brent):

Since 1919, the American Art Clay Company has provided ceramic artists and teachers with access to high quality ceramic materials, studio equipment, craft supplies, and lesson plans to cultivate expression and imagination all over the world. We believe creativity is the most important building block for the future and work to express that in everything we do.

Job Description

We're looking for a Social & Digital Media Coordinator to grow our brand presence and support sales through impactful digital storytelling. You are an energetic and innovative digital marketer passionate about crafting, managing, and optimizing paid media campaigns that drive measurable results across multiple markets. You'll own and implement social & digital media strategies that boost awareness, engagement, and community connection across platforms.

In this role, you'll collaborate with the marketing team on daily operations, contribute to cross-department projects, and represent marketing in external meetings with vendors and partners. You'll also uphold AMACO Brent's core values of Respect, Safety, Teamwork, and Customer Care in every interaction with colleagues and customers.

Reasonable accommodations may be made to enable individuals with disabilities.

Key Responsibilities:

Content Creation & Management

- Create, curate, and manage engaging content for all social & digital media platforms that AMACO participates in, including Facebook, Instagram, Pinterest, Tik Tok, Klayvio and others.
- Capture and create original product photos and videos for social media, developing engaging infographics and collaborating with the design and video team to deliver polished, on-brand visual content.
- Ensure brand consistency in copy through tone, voice, and terminology.
- Stay up to date with the latest social & digital media best practices, tools, and trends relevant to the ceramics industry.
- Schedule and publish posts using social & digital media management tools (e.g., Sprout Social, Klayvio).

Campaign Coordination & Collaboration

- Work closely with the marketing team to coordinate social media campaigns, promotions, and product launches.
- Work collaboratively with the Education Coordinator to turn ideas and themes into monthly/quarterly content calendar for AMACO Create.
- Assist in promoting and documenting events, trade shows, and exhibitions through social media channels.
- Support the Marketing Manager in managing social media advertising campaigns to increase product visibility and drive sales.



Monitor Analytics and Community Engagement

- Monitor our social media channels for customer feedback, industry trends, and competitor activities, responding to comments and inquiries promptly.
- Track and report on social media metrics and campaign performance, providing insights and recommendations for continuous improvement.

Desired Skills and Experience:

- **Education:**
 - Bachelor's Degree in Marketing, Communications, Public Relations, Journalism, or a related field.
 - 2+ Years of experience managing social media for a brand – experience in photography and short form videography is required.
 - Experience in manufacturing, arts, or consumer goods is a plus.
- **Skills & Attributes:**
 - Google Ad Certifications
 - Strong understanding of all major social platforms and how to tailor content for each.
 - Excellent writing, editing, and storytelling skills with a sharp visual eye.
 - Comfortable working both independently and collaboratively across teams.
 - Able to prioritize, manage deadlines and handle multiple projects simultaneously.
 - Receptive to feedback and eager to learn and improve.
 - Bonus: familiarity with ceramics, art, or maker communities.
- **Tools & Platforms**
 - Social Media Management: Sprout Social, Hootsuite, or Buffer
 - Design & Content Creation: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
 - Video Editing: Cap Cut, Adobe Premiere Pro
 - Analytics: Google Analytics, Facebook/ Instagram Insights
 - Email Marketing: Klayvio, Mailchimp

Work Environment:

- Open-office work environment with access to both a studio photography/videography set up and working ceramic studio.
- Dog friendly!
- Mainly works in an office environment, but may need to be present on a manufacturing floor.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. Specific vision abilities required by this job include close vision and ability to adjust focus.

Position Type/ Hours of Work: This is a full time position. Hours of work are 40 hours a week. Weekly schedule has the option to be flexible based upon the company Work from Home policy.



Travel: Travel is not required, but opportunities may be presented.

EEO Statement: AMACO is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: AMACO is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at AMACO are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in the location where we operate. AMACO will not tolerate discrimination or harassment based on any of these characteristics.

Other Duties: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

To Apply: Email resumé, work samples (if available) and any other inquiries to aday@amaco.com