Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change.

For over 35 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in 50–100 public art projects each year, and maintains its growing collection through a restoration initiative. Our core program areas—Art Education, Community Murals, Environmental Justice, Porch Light, and Restorative Justice—yield unique, project-based learning opportunities for thousands of youth and adults.

Each year, 15,000 residents and visitors tour Mural Arts’ outdoor art gallery, which has become part of the city's civic landscape and a source of pride and inspiration, earning Philadelphia international recognition as the "Mural Capital of the World."

**Request for qualifications at Mural Arts! Artist Opportunities Web Page Design.**

Mural Arts Philadelphia is calling for qualifications for the development of a new Artists Opportunities web page. This project, under the direct supervision of the Artist Relations Director, with the support of Mural Arts Leadership and Executive teams, aims to facilitate comprehensive channels of communication between the institution and the artist community at large, working closely with all departments to develop strategies that better serve artists and their needs. The new Artist Relations office, established with support from the Pew Center for Arts and Heritage, believes that clear communication and collaboration are key to the success of the Philadelphia Creative Community, and since its inception in April 2022, has been working earnestly to facilitate initiatives that better suit the challenges of our times.

This is a project with deadlines and some meetings may require an in person presence. The project requires a deep knowledge of Web and Graphic Design, with a keen interest in UX Design. It aims to become a tool where resources, both internal and external, are made available for the full benefit of artists from all around the region. The project also aims to become a platform that fosters active engagement of interested parties with Mural Arts related Artists for commissioned opportunities.

The Artist Relations office is committed to pursuing the following goals:

- To create and recognize platforms that promote opportunities for artists as an inclusive practice.
- To recognize the work of underrepresented populations and advocate for better representation.
- Work to ensure that artists have access to resources and professional development opportunities.
Qualifications:

- The ideal candidate/team will have a proven record of practice in Digital Design, Graphic Design and UX Design, supported by a portfolio of previous projects.

- The ideal candidate/team will have previous experience working with nonprofit arts and culture organizations and be aware of their communication needs.

- The person/team selected is expected to follow City of Philadelphia requirements for Covid vaccination if/when attending in-person meetings.

Project will include:

- Proposal and development of design for the proposed site, in accordance with Mural Arts established branding strategy.

- Design and implementation of discovery process as deemed necessary in conversation with the Artist Relations office and Leadership team.

- Develop the following features:
  - Landing page that serves as link tree and holds a featured artist functionality.
  - Artist opportunities dashboard with the following current opportunities and artist calls.
  - Artist resources dashboard (Insurance, contracts guidance, benefits, language access, etc).
  - Mural Arts Artists’ Registry with filtering and search bar and contact request button.
  - Partner institutions directory with filtering bar based on Zip Code, type of organization, etc.
  - Internal forms and technical resources dashboard.

- Regular meetings with Mural Arts selected staff to address design changes, process and implementation of changes.

Selection of Candidates:

- Mural Arts will select 3 candidates, who will be asked to submit an official proposal for consideration.

- Factors for consideration are: Quality of Design, relevant experience and clarity of process as demonstrated by the submitted materials.

Budget

Allocation of budget will be determined based on approval of the proposal submitted. Mural Arts is committed to review all applications submitted in the accorded submission time.

Timeline
Applications to be reviewed will be received no later than Sep 29, 2022 for full consideration.
Candidates will be notified by Oct 15, 2022.
Deadline for submission of proposals by the selected teams will be Nov 15, 2022.
Expected date of completion of the project is April 30, 2023.

To Apply

Please provide a cover letter, resume, portfolio and table of costs per services to artistrelations@muralarts.org with the subject “Artist Relations Website.”