

Digital Content Coordinator

Reports to: VP of Marketing and Communications

Status: Full Time, Exempt

Hours: M-F, 9-5p (Flexible as needed to meet deadlines or attend meetings or special events.)

Job Summary:

The Digital Content Coordinator works with the VP of Marketing and Communications to plan and execute effective marketing and communications strategy in the digital space, with the goal of increasing engagement with Museum stakeholders and community. Works independently to update the website and social media, coordinate photography and video, and research digital marketing effectiveness.

Essential Responsibilities:

- Assist in the development and planning of cross-platform affinity Marketing and Communications campaigns that increase engagement and support membership.
- Maintain the Museum's website, including strategic planning of content, write and create content, and coordinate content creation and posting by other departments.
- Strategically plan, create and post social media content, and coordinate posts by other departments.
- Coordinate and help maintain content on on-site digital signage.
- Take photographs and video and create and curate photography and video libraries and databases.
- Gather and report digital metrics, using analytics to evaluate the success of Marketing and Communications strategy and campaigns.
- Assist with planning a new website for the Museum.

Job Qualifications:

- Bachelor's degree required
- Exceptional writing, editing, research, proofreading and organizational skills
- Ability to work with other staff to plan, manage and execute projects in a busy environment of last-minute requests and competing priorities
- Experience with digital marketing, marketing analytics, and cross-platform social media content development
- Experience with digital photography and video
- Familiarity with Microsoft Office, Creative Suite and content management systems
- Ability to work both independently and with a team

Essential functions (ADA):

- Ability to work a flexible schedule which may include evenings, weekends and some holidays
- Ability to communicate and interact verbally, both in person and over the phone
- Ability to use personal computers and other office equipment effectively
- Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers
- Exerting up to 10 pounds regularly, up to 30 pounds of force occasionally and/or negligible amount of force frequently to lift, carry, push, pull or otherwise move objects, including the human body
- Visual acuity to determine the accuracy, neatness, thoroughness of the work assigned
- Requires the ability to travel to and from job location



This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee, and may include other duties as assigned.

Employee Signature: _____ Date: _____