

Digital Communications Specialist

Job Summary

The Bechtler Museum of Modern Art is seeking a Digital Communications Specialist who is a proactive, energetic creative thinker who can connect and engage with audiences through various digital communications efforts. The Digital Communications Specialist will be responsible for daily monitoring and management of all digital communications to help drive engagement, retention and loyalty of museum visitors and members. The Digital Communications Specialist will be engaged in crafting content, designing creative assets, and implementing strategy across each of the museum's digital channels. The position reports to the Director of Communications and Marketing.

Finalists for the position will be asked to produce a writing sample in addition to providing examples of previous social media and e-mail communications work.

Key Responsibilities

- Manage existing social media platforms: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Google+ and Flickr. Possess ability to recommend and add new platforms to expand the museum's social media reach.
- Develop and execute an annual social media strategy to achieve organizational goals. This includes but is not limited to determining relevant and meaningful content for social media platforms, defining measurable outcomes, creating a content calendar and ensuring timely engagement on topics pertinent to the museum.
- Monitor and report social media and website analytics, metrics and benchmarks to effectively measure user behavior and identify trends to help optimize platforms and campaigns.
- Serve as a social media expert, educating and making formal recommendations to Director of Communications and Marketing.
- Take photos for social media posts.
- Identify new digital/social trends and technologies.
- Monitor content and engage fans on Yelp, TripAdvisor and other customer review platforms.
- Identify and engage bloggers and attend blogging community events both off-line and online.
- Develop and execute email communications including writing content, securing images, maintaining email calendars and creating monthly e-newsletters.
- Track, analyze, and evaluate email communication effectiveness.
- Create compelling, actionable website content that produces high response and optimal search rates.
- Create pages and write content for website. Upload videos, images and audio files to the website.
- Devise measurable strategies to drive online traffic to museum website.
- Upload information and images about museum programs and events to various digital event listings.
- Keep up-to-date on industry trends, technologies, standards and best practices.
- Complete other responsibilities as assigned.

Qualifications

- 1 to 3 years of digital communications/marketing experience.
- Undergraduate degree in communications, journalism, public relations, writing or related area.
- Deep social media expertise with experience in driving social media strategy and executing social media campaigns.
- Experience with social media monitoring tools and content management systems.
- Working knowledge of HTML and CSS.
- Working knowledge and experience in email marketing (Campaign Monitor and MailChimp experience desired).
- Knowledge of Google analytics and Google AdWords.
- Must have extreme attention to detail. Strong writing, editing and proofreading skills required.
- Ability to interpret, analyze, and present statistical data.
- Ability to work projects from start to finish – identify opportunities and drive execution.
- Ability to multitask and prioritize.
- Must have proficiency with/in Microsoft Office, PowerPoint and Photoshop.
- Ability to thrive in a fast-paced environment working independently or collaboratively within a team.
- Ability to prioritize, track and meet deadlines, remain flexible and work under minimal supervision.
- Ability to work beyond standard workday for deadlines, programs, events, etc.

Schedule

Full time

Posted Date

June 24, 2015

Position opened until filled

To apply

- Send resume to pam.davis@bechtler.org
- No phone calls please.