



MUSEUM OF DISCOVERY AND SCIENCE

JOB DESCRIPTION

POSITION TITLE: Digital Media Coordinator

REPORTS TO: Director of Audience Engagement

QUALIFICATIONS: We are looking for an experienced digital media coordinator (DMC) to join our team to develop, implement, track and optimize our digital marketing campaigns across all digital channels. For this position, you should be highly creative, entrepreneurial, and energized by working with a team. Ultimately, you should be able to effectively connect our brand with our online supporters through likes, shares and interaction. You should have a strong understanding of current online marketing concepts, strategy and best practices and demonstrate experience in ecommerce, SEO and social media. A solid knowledge of website and social analytics tools (e.g. Google Analytics, Google Ads, Sprout Social, etc.) You should have demonstrable experience with photography. Be a resourceful, self-motivated and self-starter who takes initiative with the ability to organize and prioritize work, with the ability to adapt quickly and pivot based on immediate needs. You should have experience with writing, editing, designing, splicing and crafting content for social media. A degree in communications, marketing, digital media or a related field and/or a certification in Google AdWords and analytics are preferred. Must have flexibility to work some nights and weekends based on event/outreach schedule.

SUMMARY: The DMC will help Museum staff engage with diverse audiences on social media, identify online communities and look for opportunities to grow our social reach and brand awareness in a positive manner.

ACCOUNTABILITY: The DMC oversees the Museum's digital media efforts, including websites and platforms such as Facebook, Instagram, Twitter, Google, LinkedIn, YouTube, Yelp, etc. Responsibilities include creating and curating shareable content; determining which platform is best suited for each piece of content; building and managing social media profiles and presence; constructing paid search and social campaigns and analyzing the performance of those campaigns; maintaining brand consistency across platforms; assessing SEO configurations; monitoring analytics; managing the digital budget; and fostering vendor relationships.

DUTIES AND RESPONSIBILITIES:

1. Maintain the Museum's and AutoNation IMAX Theater social media presence across all digital channels.
2. Engage directly with our social media followers to develop an authentic sense of online community.

3. Plan, create and execute digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
4. DMC will handle everything from writing and editing stories , posts and videos and determining where the content will live in the digital universe to reviewing data trends.
5. Strategize, develop and implement compelling videos, graphics and content for social media, the website, fundraising appeals, e-newsletters, brochures, fliers, and other outreach materials establishing and reaching objectives and KPIs to generate growth and connect with audiences including community outreaches.
6. Cross-promote our digital and social channels with an eye to list-building, follower growth and donor acquisition.
7. Measure and report performance of all digital marketing campaigns and assess against goals (ROI).
8. Identify trends, insights and optimize spend and performance based on the insights.
9. Collaborate with internal teams to create campaigns and optimize user experience to guarantee maximum optimization on campaigns and creative strategy.
10. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
11. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
12. Work with director to create and distribute organizational messaging for use in all digital settings and in materials used by the organization.
13. Manage online brand campaigns to raise brand awareness.
14. Review new technologies and keep the company at the forefront of developments in digital marketing.
15. Work with every department in the Museum; set priorities for multiple projects competing for scarce time and resources.
16. Participate in promotions both on-site and off-site.
17. Other duties as assigned by director of audience engagement.

SOCIAL MEDIA

- Oversee the social media strategy for MODS and the AutoNation IMAX Theater.
- Audit existing digital channels and processes and suggest improvements.
- Work with various Museum departments to lead the creation, development and delivery of multimedia content for use on website, and through various social media channels.
- Ensure the overall quality of new and emerging multimedia products created for the Museum.
- Strategize, design and implement multimedia content for use on website, social media, etc. Content may include interviews, exhibition installation, behind-the-scenes footage, promotional videos, etc.

- Ensure that all design elements, templates and finished solutions work within a variety of browser types and screen settings along with the Museum's graphic standards.
- Respond to customer services inquiries and reviews via internal (e.g. Facebook, Twitter, Google, etc.) and external (e.g. TripAdvisor, Yelp, etc.) online platforms.
- Must have flexibility to check social media during nights and weekends.
- Observe established Museum and industry standards and recommend updates to those standards by:
 - Adhering to museum's established graphic identity and style manual
 - Keeping abreast of developments in web and multimedia design and communication and digital design tools and techniques
 - Observing legal copyright requirements
- Devising strategies to drive online traffic to the company website, event registration, donations, etc.

DEVELOPMENT, TRACKING AND ANALYSIS

- Track conversion rates and making improvements to the posts, interactions, etc.
- Produce digital marketing plans, reports and presentations that facilitate the achievement of results.
- Collaborate with team on wrap reports.
- Evaluate customer research, market conditions and competitor data.
- Identify trends and insights to make informed decisions to drive attendance to the Museum.
- Utilize strong analytical ability to evaluate end-to-end customer experience and ROI across multiple channels and customer touch points.

REQUIREMENTS

- A degree in communications, marketing, digital media or a related field and/or a certification in Google AdWords or Analytics are preferred.
- DMC needs to be a quick study. Things are always changing in the digital realm, so the ability—and drive—to continually learn new things and readily adapt to change is an essential part of the job. So is the ability to think conceptually and analytically at the same time. Must be able to review key performance metrics, determine which ad best resonates with an audience and gauge content value.
- There's little time for downtime in digital media so you will need to be available outside of normal work schedules as the platforms does not shut down, ever.
- Must be able to write clearly and concisely and tell a story in an interesting and engaging way through images, videos, posts, etc.
- Needs to be a problem-solving scientist and creative wordsmith/designer.
- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display and graphic advertising campaigns.
- Solid knowledge of website analytics tools (e.g., Google Analytics)

- Experience in setting up and optimizing Google AdWords campaigns
- Working knowledge of WordPress, Sprout Social, Canva (other graphics platforms), YouTube Studio and other video editors.
- Up to date with the latest trends and best practices in online marketing and measurement.
- Experience with WordPress, Microsoft Word, Microsoft Excel, Constant Contact, HTML/CSS, Canva, PosterMyWall and Adobe Creative are a plus.
- Demonstrated experience working with social platforms including but not limited to Facebook, Twitter, Instagram, LinkedIn and Google Business.
- Comfortable providing regular messaging guidance and practical social media training for staff members of all levels of digital experience.

COMPETENCIES:

1. Strong research, written and verbal communication skills.
2. Time management. Establish workload priorities to meet fast-paced deadlines.
3. Ability to manage multiple projects at a time and meet deadlines.
4. Strong attention to detail.
5. Ability to work independently, as well as a team setting.
6. Think collaboratively, strategically and creatively.
7. Collaboration skills.
8. Personal effectiveness/credibility.
9. Flexibility.
10. Technical capacity.
11. Stress management/composure.
12. Project management.

SUPERVISORY RESPONSIBILITY:

This position has no supervisory responsibilities, but coordinates with volunteers/ interns.

WORK ENVIRONMENT:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

PHYSICAL DEMANDS:

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets, and bend or stand as necessary. Eyesight to proof, design, etc. and manual dexterity to operate keyboard. Occasional off-site venues may include that you set up and take down items that may weigh up to 25 lbs.

POSITION TYPE AND EXPECTED HOURS OF WORK:

This is a full-time, non-exempt position, 40 - 45 hours per week. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. May have an occasional evening or weekend requirements depending on museum programs and events.

TRAVEL:

No overnight travel is expected for this position. There may be occasional local day travel.

REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's Degree in Communications, English, Public Relations, Marketing, English, or some related field with some basic graphic or commercial design, technical illustrations design software and web programming, desktop publications and similar graphic presentation work including photography.
- At Least two-years of experience in communications preferably in a non-profit, public relations or museum sector.

ADDITIONAL ELIGIBILITY QUALIFICATIONS:

Must have valid class E driver license and own vehicle.