

**WORKING TITLE:**

Temporary Social Media and Digital Communications Coordinator

**JOB SUMMARY**

This is a temporary, 5-month maternity leave coverage position, starting in mid-November 2018 through mid-April 2019. The Temporary Social Media and Digital Communications Coordinator is responsible for all messaging and content disseminated on behalf of the Hammer Museum via social media channels, and other digital communications as needed, including the reporting of information about curatorial & programming efforts. Reporting to the Associate Director, Digital Content, the position contributes to the Hammer's publicity, media, and outreach efforts by overseeing and maintaining the daily tracking and disseminating of content on the Museum's social media channels and in social media advertising. The coordinator acts as the primary liaison to the museum's social media audience, and facilitates online community management. The coordinator prepares the written copy daily to populate all social media platforms. The coordinator works closely with other staff in the communications department to align social media content with the larger museum communication strategies. This role may also be asked to assist in the creation and management of website content and email marketing.

Works closely with all facets of the museum, including the graphic design and digital team within the Communications Department as well as the Public Programs, Curatorial, Development and Visitor Experience teams.

**TYPE OF SUPERVISION RECEIVED/EXERCISED**

Reports to the Associate Director, Digital Content.

**CORE FUNCTIONS & DUTIES****A. SOCIAL MEDIA CONTENT AND SOCIAL MEDIA MARKETING (85%)**

1. Serve as a public information officer for the Museum, providing real-time information via the social media channels to all Hammer audiences (E)
2. Write, edit, and post content and campaigns across all of the Museum's social media platforms, including but not limited to Facebook, Twitter, Instagram, Tumblr, and Pinterest (E)
3. Assist in developing digital strategy to ensure that Hammer exhibitions and programs are promoted across channel sites (E)
4. Monitor and evaluate new developments in the world of social media and make recommendations for new digital campaigns, tactics, and platforms (E)
5. Serve as Museum's primary spokesperson for online community management, responding to comments, questions, posts, and press inquiries via social media (E)
6. Work with staff across the institution to source new content for social media (E)
7. Apply the in-house style guide and best practices for specific digital platforms in the authoring and editing of social media copy and media (E)
8. Monitor posts and use web-based analytic tools to gauge effectiveness of social media campaigns and manage reports of social media statistics (E)
9. Work closely with the Senior Manager, Marketing & Communications, to create tailored and targeted advertising campaigns in social media that align with the broader marketing strategy.
10. Track advertising and posts on social media for Museum activities, exhibitions, and staff for inclusion in summary packets for distribution to staff, school, and university communications personnel (E)
11. Assist with interdepartmental coordination as needed for multimedia projects, especially with public programming around targeted social media marketing (E)
12. Attend events and public programs for the purposes of live social media posting, and provide assistance and support for these events as needed (E)
13. Create social media toolkits for specific campaigns, to be distributed to external partners.
14. All other social media duties as assigned (E)

**B. OTHER DIGITAL COMMUNICATIONS (15%)**

1. May assist in creating content for web, videos, and mobile apps that enhance the visitor experience.
2. May assist with Search Engine Optimization (E)
3. May assist in the authoring and editing of copy for digital platforms by applying the in-house style guide and best practices for specific digital platforms (E)
4. May assist in the creation of weekly, monthly, and dedicated email marketing messages that notify the public about upcoming programs (E)
5. May assist with updating of the website, including editing and creating blog posts
6. As a public information officer for the Museum, this role may be asked to respond to informational inquiries and act as a liaison with the Museum's frontline team (E)
7. May assist in the maintenance of press and mailing lists as well as email lists (E)
8. All other marketing and communications functions as assigned (E)

## **SKILLS, KNOWLEDGE, ABILITIES & COMPETENCIES**

Excellent communication skills to interact and effectively deal with members of the public via social media, Museum staff/partners, and diverse individuals at the university, city, state and international levels	Required
2-3 years of experience working in a web-based, social, and/or mobile based media. Museum, arts, culture, or university environment preferred	Required
Deep familiarity with social media platforms with an emphasis on those that appeal to key Hammer audiences and stakeholders and feature regional, arts, culture, social justice, and other relevant content; monitor trends and community interests to ensure broad and timely outreach	Required
Proven skill in managing institutional presence and voice via social media platforms; demonstrated knowledge of configuration and formatting best practices, and of evaluation and analytics tools for each	Required
Knowledge of digital communications and social media marketing tools and best practices	Required
Ability to discretely and tactfully deal with sensitive and confidential information	Required
Exceptional skills in writing, editing, and proofreading social media posts and other web-based content, correspondence and other documents using correct grammar, spelling and punctuation	Required
Strong communication skills to express the mission of the Museum. Ability to make oral one on one and group presentations to provide information	Required
Outstanding attention to directions, details, and follow-up; ability to interpret instructions and communicate expectations and requirements to multiple stakeholders	Required
Ability to prioritize and adjust heavy workload, manage a variety of tasks, and meet various deadlines	Required
Knowledge of proper channels to source information and required approvals; judiciously decide what information should be shared and how it position it appropriately	Required
Bachelor's degree in communications, journalism, English, art history, arts administration or a related field	Preferred
Familiarity with contemporary art/artists, museums, art galleries, or related humanities field	Preferred
Proven skill and experience using a PC and Microsoft Office Suite to execute daily tasks, and effectively communicate	Required
Proficiency in digital and traditional image management, ability to learn and properly utilize Adobe Photoshop and digital asset management system (NetX)	Required
Proficient technical ability and knowledge of online software tools; ability to quickly master new software tools; ability to troubleshoot hardware and software issues; working experience and thorough knowledge of a variety of applications including but not limited to Content Management System and database administration; familiarity with HTML	Preferred
Physical abilities to perform all core functions and duties including but not limited to the ability to talk; hear; see; manual dexterity to operate a computer keyboard and mobile devices for long periods; visual acuity to view a computer monitor and mobile device screens for long periods	Required
Background and passion for contemporary art, museums, culture, and social change	Preferred
Ability to work evenings, weekends, and off-site as necessary	Required