



Museum of Science & History
JACKSONVILLE • FLORIDA

Digital Media Specialist POSITION DESCRIPTION

DEPARTMENT: MARKETING
IMMEDIATE SUPERVISOR: DIRECTOR OF COMMUNICATIONS & MARKETING
STATUS: EXEMPT
HOURS: 40 HRS. /WEEK

POSITION PURPOSE:

The Digital Media Specialist is responsible for production and management of all content for social media and related digital communications. The Digital Media Specialist is also responsible for designing and implementing strategies for MOSH's digital media tools to reflect the Museum's voice, mission and goals. The Digital Media Specialist provides critical support to the marketing, public relations and external communications efforts of the Museum. The Digital Media Specialist connects with our guests and helps increase attendance, brand awareness and sales through social media, photography/videography and project management.

DUTIES AND RESPONSIBILITIES:

- Manages all social media platforms including Facebook, Twitter, Instagram, Pinterest, etc. Provides ongoing management of social media content and other online outlets.
- Plans and creates social media campaigns in conjunction with overall Museum exhibits, programs, events and marketing campaigns.
- Maintains an awareness of the social media activity of other community organizations and cultural institutions and interacts with them when appropriate and beneficial.
- Creates and maintains an editorial calendar, as well as social media and website policies and documents.
- Conducts live tweeting and postings at events.
- Works with other MOSH staff and departments to promote MOSH exhibits, programs, events and services.
- Supports the maintenance of and monitors MOSH's online presence and reports trends and feedback.
- Tracks and reports out engagement rates on all digital channels; generate monthly reports.
- Connect with guests by collecting stories, images and contact information to support marketing initiatives.
- Assists with website updates and content creation for themosh.org including text, images and video. Represents the Museum's brand voice and enforces consistent messaging by writing and editing content for MOSH's online presence.
- Create a monthly blog post highlighting Museum stories.
- Manage image and asset library, including categorizing and key words.
- Investigate Museum for interesting content and ways to engage public and staff in a social media community.
- Incorporate Inclusion, Diversity, Equity and Accessibility (IDEA) practices into all aspects of this position.

QUALIFICATIONS:

The incumbent requires experience in creating and executing social media campaigns. Ability to research and vet related science and history content for use on social platforms. Demonstrate ability to communicate effectively with a wide range of people, culture and learning styles. The desired candidate will possess 2+ years experience in a similar role. Experience working with online media and managing social media accounts for a public-facing institution or organization. Candidate must be able to handle multiple projects simultaneously, prioritize jobs to meet deadlines and effectively communicate. Must be able to conceptualize an idea and execute it accurately and quickly while under tight deadlines. Must be able to adapt the MOSH brand voice to a variety of platforms.

EDUCATION AND EXPERIENCE

Requires a bachelor's degree in communications, public relations, marketing, photography or a related field and must possess a minimum of 2 years experience. Relevant experience can be substituted for education requirement.

SKILLS & ABILITIES

- Knowledge of how to adapt visual materials for digital content
- Preferred experience in analytic programs (Google Analytics, Facebook Insights, Twitter Analytics), as well as Microsoft Word, Excel, Outlook and Blackbaud products.
- Preferred experience in using social media scheduling tools (Hootsuite, Drupal, etc.).
- Preferred experience in website maintenance, CSS, HTML and content management systems such as WordPress.
- Preferred experience in Salesforce Marketing Cloud.
- Great communication skills, written and verbal
- Strict attention to detail
- Exceptionally organized
- Fast, flexible and versatile
- Solution-oriented
- Professional, self-motivated
- Team player
- Positive attitude
- Commitment to the mission of MOSH and interest in the cultural environment of our community.

TIME COMMITMENT:

Hours are generally Monday-Friday, between 8:30 a.m. to 5 p.m. After-hours and weekend work may be required.

DISCLAIMER:

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

Equal Employment Opportunity:

MOSH provides equal employment opportunities for all applicants and employees. We do not unlawfully discriminate on the basis of race, color, creed, ancestry, medical condition, religion, sex, national origin, age, disability, veteran status, marital status, sexual preference or any other basis prohibited by federal or state law or local ordinance applicable to our work locations. We also make reasonable accommodations

for disabled employees if we are aware of the need for accommodation and if the requested accommodation does not cause undue hardship as interpreted from the ADA/ADAAA.

This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social and recreational programs.

ACKNOWLEDGMENT

I have read and understand the above job description. If the description is altered, I will be presented with an updated copy to sign which I will keep a copy and one copy will go into my personnel file.

Employee (Print Name)

Date

Employee (Signature)