JOB ANNOUNCEMENT

Organization: National Museum of Women in the Arts
Position: Digital Content Manager
Department: Digital Engagement

POSITION SUMMARY:
The Digital Content Manager plays a key role in maintaining and expanding NMWA’s online presence and deepening visitor engagement with the museum’s digital properties including website, social media channels, and other digital initiatives planned in the near future. They report to the Director of Digital Engagement and work closely with the Digital Content Coordinator and Website Administrator, leading social media campaigns and programs, supporting website content development and updates, and developing and iterating on the museum’s social media and digital outreach strategies. They collaborate with other departments to pursue broad institutional goals through digital technologies and platforms, ensure consistent branding across all of NMWA’s digital touchpoints, and are always seeking new opportunities and creative ideas to leverage technology to fulfill the museum’s mission.

RESPONSIBILITIES:

- Develops social media strategies and guidelines, identifying target audiences (including partner organizations) and developing goals and tactics for reaching and engaging them.
- Works closely with the Digital Content Coordinator to plan social media content, set goals, track metrics, and measure success in routine reports.
- Collaborates with representatives from other departments to develop strategy and tactics for creating deeper engagement online with a particular emphasis on event registration, email sign-ups, online membership purchases, and donations.
- Leads the development of special digital campaigns, especially NMWA’s annual Women’s History Month initiatives such as #5WomenArtists.
- Contributes to daily content on NMWA’s main social media platforms (Instagram, Facebook, Twitter), which are run by the Digital Content Coordinator.
- Reviews and publishes content to the NMWA website, including new events and exhibitions, or approving routine updates done by departmental web point people.
- Develops content for the NMWA website, including conducting routine website content audits as well as creating special content like online exhibitions.
- Creates social graphics, short videos, and other features for use in digital communications.
- Participates in video production and digital storytelling courses as part of an IMLS grant.
- Manages all digital or social media-related events such as Instameets.
- Supports the Director of Digital Engagement in maintaining the department budget.
- Assists Director of Digital Engagement with managing special digital projects.
- Leads weekly check-in meetings for the Digital Engagement team.
- Schedules and leads monthly cross-departmental Digital Content Group meetings.
- Photographs selected NMWA programs, installations, etc. as needed.
• Contributes to creating a digital-first internal culture, developing strong communication across departments to message digital best practices.
• Stays up-to-date on current trends in online advocacy and social media, and brings new ideas to NMWA’s feeds and websites.

QUALIFICATIONS:
This position requires an undergraduate or graduate degree and a minimum of two years of relevant experience. The successful candidate will demonstrate the following skills/experience:

• Ability to work as part of a team and independently, think creatively, and take initiative
• Creative, optimistic, energetic, organized and self-motivated
• Strong project management skills
• Knowledge of social media channels (especially Facebook, Instagram, Twitter, and YouTube) and related best practices and comfort posting to these platforms
• Passion for the visual arts and advocacy for women
• Experience using digital SLR camera (preferred)
• Experience with Adobe Creative Suite, especially Photoshop (preferred)
• Familiarity with web content management systems (Wordpress or Drupal) (preferred)

SALARY:
The salary for this position is $50,000 annually and includes a benefits package.

Please submit applications by emailing cover letter and résumé to HR@nmwa.org by February 28, 2020. Successful candidates will be subject to reference and background checks. The National Museum of Women in the Arts is an equal opportunity employer.

The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.