

## Job Announcement

**Organization:** National Museum of Women in the Arts  
**Position:** Digital Outreach and Social Media Specialist  
**Department:** Digital Engagement

---

### Position Summary:

The Digital Outreach and Social Media Specialist supports the creation and dissemination of digital content across the museum's website and social media channels to serve a variety of institutional needs. They report to the Director of Digital Engagement and work closely with the Digital Content Manager and the Digital Engagement team, managing social media campaigns and programs, supporting website content development and updates, and adapting content across digital platforms. They liaise with NMWA's Publications and Marketing/Communications departments to ensure consistent institutional voice and accurate content and collaborates with departments across the institution to promote and support programs.

### Responsibilities:

- Manage NMWA's main social media platforms: Facebook, Instagram, Twitter, YouTube by writing text, selecting images, making short videos for social media, and creating special features like custom graphics and Instagram Stories
- Oversee and coordinate the museum's comprehensive Digital Editorial Calendar
- Respond to visitor comments and questions through social media
- Collaborate with other departments to support and promote in-person and virtual programming and campaigns, such as Fresh Talks, artist talks, and Membership initiatives
- Take part in biweekly Digital Content Working Group meetings and occasional in-person events
- Seek opportunities for digital partnerships with other institutions; attend social media-related events at other arts organizations and pitch cross-over content
- Contribute to NMWA's online initiatives, including Women's History Month, advocacy, and #5WomenArtists campaigns
- Track goals and metrics to measure social media success and draft reports
- Stay up to date on current social media trends and bring new ideas to NMWA's feeds
- Meet and maintain web accessibility standards across NMWA's digital platforms, including creating alt text and image descriptions
- Respond to and/or distribute general email queries and comments
- Keep NMWA website up to date by creating new events and exhibition pages, reviewing and approving page updates from other departments, and formatting content like images as needed
- Work with departmental interns on social media content production and other related digital engagement assignments
- Secure image rights for online use and liaise with other departments as needed for broad institutional use
- Photograph and document selected NMWA programs, installations, etc. for website and social media; cull and edit photos and videos; and name and file according to institutional protocols
- Occasional live coverage of events

- Manage user-generated content and platforms, such as Crowdriff
- Track budget expenses and handle invoicing for social media-related expenses
- Assist with content development for online exhibitions and other digital initiatives like in-gallery interactives or audio tours as needed
- Contribute to grants and reports related to website support and other digital engagement initiatives
- Participate in other projects of the Digital Engagement Department and the museum as required
- Represents the museum at relevant conferences, meetings, and symposia

### **Qualifications:**

This position requires candidates with an undergraduate degree and a minimum of three years of relevant experience. Familiarity with social media, web, image rights, and content strategy is preferred. The successful candidate will demonstrate the following skills/experience:

- Deep understanding of social media channels (especially Facebook, Instagram, Twitter, and YouTube), including related best practices, comfort posting to these platforms, and demonstrating judgment
- Excellent writing, copy editing, and proofreading abilities
- Commitment to approaching work through a DEAI lens and building inclusive online communities
- Strong research skills
- 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
- Passion for the visual arts and advocacy for women
- Knowledge of securing image rights for online use and related best practices (preferred)
- Familiarity with Sprout Social, Canva, and Adobe Creative Suite, especially Photoshop (preferred)
- Familiarity with web content management systems (Wordpress) (preferred)

If much of this job description describes you, then you are highly encouraged to apply for this role, even if you don't meet 100% of the qualifications. We recognize that it is highly unlikely for an applicant to meet 100% of the qualifications for a given role, and that every candidate brings unique experience and qualifications to a role. We are excited to meet you!

### **Salary:**

The salary for this position is \$48,000-54,000 annually based on experience and includes a benefits package.

Please submit applications by emailing cover letter and résumé to [HR@nmwa.org](mailto:HR@nmwa.org). Successful candidates will be subject to reference and background checks. The National Museum of Women in the Arts is an equal opportunity employer. To request reasonable accommodations in the application or hiring process, please notify NMWA's Human Resources department at [HR@nmwa.org](mailto:HR@nmwa.org).

To comply with tax and legal obligations, all candidates must reside in Maryland, DC, or Virginia. While there may be flexibility for remote/hybrid work environments, candidates must be residents of MD, DC, or VA or relocate prior to the start of employment at NMWA. Candidates must be legally eligible to work in the U.S. for NMWA, without visa sponsorship by NMWA.

The National Museum of Women in the Arts (NMWA) is the first 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.