Digital Communications Specialist
POSITION ANNOUNCEMENT

<table>
<thead>
<tr>
<th>Dept.: Marketing</th>
<th>Reports to: Director of Marketing</th>
<th>Direct Reports: none</th>
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<td>Type: Full-Time</td>
<td>FLSA: Non-Exempt</td>
<td>Date: Jan 11, 2019</td>
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<td>Rev. Date:</td>
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POSITION DESCRIPTION

The Digital Communications Specialist manages the Wadsworth’s digital presence. The incumbent is charged with leading the creation of and implementing the museum’s social media strategy, digital ad campaigns, email marketing, and website content. The specialist works closely with the Director of Marketing and the Communications Assistant.

ESSENTIAL RESPONSIBILITIES

- Support the development of museum communications and marketing with a visual aesthetic appropriate to an art museum
- Utilize creative story-telling, flexible writing skills, photography and videography skills in developing visually engaging content for every channel including web, e-communications, and social media
- Implement and maintain the organizations social media marketing plan and editorial calendar
- Coordinate and execute paid digital advertising campaigns
- Assist in composing and distributing bi-weekly museum e-newsletters
- Maintain and update the museum website
- Monitor traffic, trends, and statistics. Assess analytics and produce reports on the Wadsworth’s social media, website, e-communications, and digital ad performance
- Support Museum staff engaging in social media with best practices as needed
- Assist with the coordination of professional film and photography shoots
- Attend museum programs and represent the museum at community events (some evening and weekend hours)
- Support the Director of Marketing and perform other duties as needed

MINIMUM REQUIREMENTS

Education and Experience
- Bachelor’s degree or higher in a communication, marketing, and/or art related field
- 2+ years digital marketing experience
- Track record of successful social media management

Skills and Abilities
- Strong interpersonal, project management, and organizational skills and excellent attention to detail
- Capable of juggling competing priorities, managing multiple projects and seeing them through
- Ability to work both independently and collaboratively, accept feedback, and problem solve
Digital Communications Specialist

Position Announcement

- Experience creating photographs, short videos, and other digital assets
- Graphic design competence
- Proficiency in digital communication platforms and programs: social media including, Facebook, Instagram, and Twitter; Hootsuite or other social media management tools; analytics: Facebook Insights, Twitter Analytics, and Google Analytics; website: WordPress, HTML; design: PowerPoint, Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
- Passion for art and culture essential

WORKING CONDITIONS

Physical Demands

The work environment characteristics described here are representative of those a digital communications specialist encounters while performing the essential functions of the role: This job operates in a clerical, office setting within a museum with both modern and historic architectural elements. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. While performing the duties of this job, the employee is frequently required to receive oral and written instructions in English and to clearly communicate in English in person, over the telephone, through email and through other electronic means. Employee is required to move about their work area, ascend and descend stairs; and stand and/or sit for extended periods of time. The employee is occasionally required to lift, drag and/or move up to 25 pounds unassisted. The employee is required to visually or otherwise identify, observe, assess and differentiate dimension and color.

The preceding job description has been designed to indicate the general nature and essential duties and responsibilities of work performed by a Digital Communications Specialist. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required to do this role.

DISCLAIMER
Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

TO APPLY

We are a progressive, equal opportunity employer and all candidates are encouraged to apply. You can do so by sending a cover letter (noting the reason for your interest) plus your resume to: Staffing.Marketing@wadsworthatheneum.org

Please note “Digital Communications Specialist” in the subject line.