

Job Title: Digital Media Coordinator

Department: Development

Supervisor: Communications Manager

Position Type: Exempt, full-time, 40 hours per week

(schedule will include up to two weekend days per month and occasional evenings for after-hours events)

Educational Requirements: Bachelor's degree required, preferably in communications, marketing, or graphic design

Skills & Qualifications:

- Experience managing social media for an organization, business, or for other non-personal purposes is required (may be from an internship); experience working in a museum, nonprofit, or cultural organization setting is preferred
- Proficiency with major social media platforms/social media tools and ability to master various technologies and software systems with minimal guidance is required; some experience coordinating paid social media campaigns is preferred
- Excellent verbal and written communication skills are required, with demonstrated ability to write digital content that is accurate, compelling, and appropriate to the audience
- Excellent customer service skills when responding to social media messages, inquiries, comments, and online reviews of LASM
- A strong eye for design is required; experience using Canva and the Adobe Creative Cloud suite to create and edit graphics for primarily digital usage is preferred
- Proficiency in basic photography and/or videography is preferred
- Ability to work cross-departmentally in collaboration with multiple staff members and varying personality types is required; strong prioritization and time management skills are required

Job Summary: The Digital Media Coordinator plans, implements, and evaluates LASM's digital media strategy through social media, web, and email marketing in close collaboration with and under the supervision of the museum's Communications Manager. Primary responsibilities include: coordinating LASM's digital presence, including social media, website, and email marketing; planning and posting engaging social media content and digital advertising campaigns; maintaining a library of museum photographs, videos, and other marketing content; attending museum programs and events to capture content; and other communications-related duties as assigned.

Duties & Responsibilities:

- Collaborates with Communications Manager to coordinate the museum's digital marketing through its social media, website, and emails in adherence with internal and external brand standards; maintains unified brand voice across various digital marketing channels
- Plans and implements a results-driven social media and email marketing strategy for general, program-specific, and fundraising initiatives; reviews analytics and creates reports on key metrics
- Develops and curates engaging content for LASM's social media platforms, including the creation of written, photo, and video content as well as digital graphics
- Interacts with social media users, promptly and professionally responding to social media messages, inquiries, comments, and online reviews of LASM
- Attends museum programs, including some weekend and after-hours programs, and produces live social media content

- Plans and implements social media marketing and influencer marketing strategy; monitors social media channels for industry trends and innovations
- Generates content for museum by working collaboratively across departments and maintaining a library of museum photographs, videos, and graphics; designs digital collateral using the Adobe Suite and/or Canva as needed
- Assists Communications Manager with keeping the museum's website up-to-date; assists with Blackbaud Altru web forms management, reporting, and record-keeping as needed

Other duties as assigned.