Digital Marketing Coordinator

Department: Development & Communications
Reports to: Development & Communications Manager

Basic Purpose
Responsible for managing the Museum’s social media platforms, curating digital content, communicating with members and supporters through a weekly e-newsletter and assisting with other marketing efforts as needed.

Responsibilities and Accountabilities
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Optimize organization’s pages within each platform to increase the visibility of social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments
- Other duties as requested or assigned.

Education and Experience
- Proven working experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Graphic design skills a plus

Job Knowledge, Skills, and Abilities
- Must have exceptional customer service and communication (verbal and written) skills.
- Interest in marketing, public relations, event management, graphic design, and development.
- Willingness to learn, a “can do” mentality.
- Creative, with analytical and problem-solving skills.
- Able to work independently and follow through on tasks to completion.
- Ability to work with a diverse public and a diverse workforce.
- Demonstrated computer proficiency, including an excellent working knowledge of
Microsoft Windows/Mac OS, email, the Internet, social media, etc. Database software knowledge a plus.

**Work**
Schedule 8-10 hours per week. Potential to work remotely.

**Compensation**
$10 per hour

**To Apply**
Submit cover letter, resume, and examples of social media posts to Katie Baker, Development and Communications Manager, at kbaker@hollandmuseum.org.