

Mississippi Museum of Art

POSITION: Digital Media Manager
REPORTS TO: Director of Marketing
EMPLOYEE STATUS: Full-time



JOB SUMMARY

The Digital Media Manager will work in tandem with Director of Marketing and other communications staff to implement strategies and campaigns through mass media channels, traditional and emerging. It will be employee's charge to utilize data capture, audience targeting, and metrics to optimize messaging and effectiveness. The Digital Media Manager will work with department staff to document and generate content, assist in copywriting for digital space, and project manage logistics for marketing plans employed by the Director of Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following, other duties may be assigned.

- Serve as Managing editor for all Museum social media publishing apparatus
- Plan, schedule, and publish content across all social media channels
- Manage website aesthetics and content
- Manage and implement content calendar
- Design and send mass emails and ensure public calendar is kept current, vibrant, and available
- Cultivate content partnerships with other groups, organizations, and publishers to foster cross-promotion, advocacy, and organic Museum visibility
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on these insights
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Assist other marketing staff in packaging content to share and influence various audiences; distribute content both through digital means and through traditional means
- Assist in documenting activities and assets across the Museum—through reporting, photography and video

COMPETENCY

- Possesses a solid understanding of marketing and communications strategies and principles and an ability to tailor communication to a variety of different groups
- Possesses the ability to analyze, project-manage, and execute communications tasks and campaigns with attention to detail
- Communicates in a clear, professional manner with internal and external stakeholders
- Prioritizes various assignments, which may be in progress simultaneously
- Works independently as well as collaboratively with other departments
- Meets an assigned work schedule with dependability and consistency
- Detail oriented and highly organized
- Highly proficient writing and editing skills
- Able to apply good judgement to a variety of situations
- Professional demeanor and presentation

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree or higher in marketing, mass communications, English, creative writing
- Two or more years recent experience in related field
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of Expression Engine, HTML, CSS, and JavaScript development and constraints
- Working knowledge of MS Office Suite and Adobe Creative Suite products

PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work may be performed both indoors and outdoors throughout the facility and grounds as well as at off-site locations.
- Position may require sitting for prolonged periods, walking, bending and stretching, and enough physical strength to lift and carry a minimum of 40 pounds unassisted.

PREFERRED EDUCATION AND EXPERIENCE

- Experience following direction in a creative team environment
- Ability to lead when needed
- Experience and interest in creative writing, photography, videography, and multimedia storytelling
- Experience with Act-On marketing automation software a plus

EXPECTED HOURS OF WORK

This is a full-time position requiring 40 hours per week with availability during normal office hours (8 a.m.-5 p.m., Mon.-Fri.) as well as occasional official Museum after-hours events, community-outreach events, and weekends.

ADDITIONAL ELIGIBILITY QUALIFICATIONS

- Successfully complete orientation and a 60-day probationary period. Applicant may be subject to a background check.