

Briscoe Western Art Museum

San Antonio, Texas

Position Description

Part-time Digital Marketing Specialist

Department: Marketing

Reports To: Marketing and Communications Manager

Fair Labor Standard Act Status: Non-Exempt, part-time hourly position

POSITION SUMMARY

The Digital Media Specialist reports to the Marketing and Communications Manager and is responsible for leading all social and digital media management efforts for the Briscoe Western Art Museum and Jack Guenther Pavilion. The specialist is also responsible for engaging with online audiences, creating and implementing social media campaigns through photography, graphics, and video, and assisting with museum's websites.

RESPONSIBILITIES

- Create and maintain results driven social media content plan and calendar.
- Create an organization-specific social media measurement KPI report and update monthly. Understand key performance indicators that accomplish engagement goals defined in social media plan/strategy to ensure the organizations' social media presence is achieving these goals.
- Produce written, graphic, and video content for the museum's social media platforms.
- Collaborate with museum staff on ideas and execution of programmatic and communications-related content.
- Perform website maintenance by updating the website with copy, images, and graphics.
- Stay up-to-date with current technologies and trends in social media, design.
- Assist with content creation for all electronic mailings.
- Assist with daily administrative duties in the external department.

SKILLS AND REQUIREMENTS

- Bachelor's degree and two-plus years of experience managing social media platforms.
- Proven communication project management and analytic tool experience desired.
- Familiarity with major social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and knowledge of current trends.
- Must be proficient in MS Office Suite and have knowledge of basic design programs including Adobe Creative Suite and knowledge of video editing software.
- Excellent communication skills (written and verbal) and administrative skills.
- Ability to work independently and complete assigned tasks within identified time-frame.

WORKING CONDITIONS

- 20 hours a week required.
- Evening, weekend, and holiday work is required.
- Position requires periods of physical activity, including lifting at least 20 pounds and pushing 35 pounds with the assistance of a cart.
- Must have reliable transportation.
- Includes parking in downtown parking garage.

Qualified candidates can submit the following via email [here](#) with subject as Digital Media Specialist.

- Cover letter
- Resume
- Samples of work including a content calendar, graphics or photography, and writing samples