Position Title: Media and Marketing Specialist
Department: The O'Keeffe Museum
Location: The O'Keeffe Museum, Santa Fe, NM
Hours: Full - Time – Temporarily remote due to COVID-19

Position Summary
The Georgia O'Keeffe Museum is searching for an enthusiastic Media and Marketing Specialist to help us in our overall marketing efforts. The Media and Marketing Specialist develops and deploys tactics to support the Museum's digital communications strategies. The specialist develops content for and maintains day-to-day activity across all social channels. This position monitors, engages with, and grows our online community of Georgia O'Keeffe enthusiasts, creatives, Museum members, and independent thinkers. The specialist coordinates internal digital support for new exhibitions, membership, apps, tours, and the website. The position sources content for social media from internal and external sources, including video and photography.

Sample Job Duties/Responsibilities
• Develop and implement tactics for engaging diverse target audiences, including but not limited to: New Mexicans, national and international audiences, Museum members, and emerging targets
• Monitor and manage all Museum social media and web sites, monitor and respond to visitor comments, and track and report related analytics
• Create and manage digital communications calendar for social media, website, e-letters, and member communications
• Upload and manage public program content to area publication calendars and social media.
• Source and edit written and visual content for communication platforms, e.g, website, social media, public relations, and e-communications, in support of institutional and departmental strategies.
• Create and manage visual/digital assets, including video and photography of stories, events, and other relevant needs, including Digital Asset Management System (DAMS) management of said assets.

Background and Qualifications
• Expertise in multiple social media platforms, Google Analytics, MailChimp and Survey Monkey and other relevant platforms
• Ability to deliver creative content (text, image and video) on deadline
• Ability to handle multiple ongoing projects
• Familiarity with online marketing strategies and marketing channels
• Ability to grasp future trends in digital technologies and act proactively
• Strong grasp of grammar and syntax, with the consistent ability to write error-free copy
• Skilled in graphic design and media editing
• Understand copyright and trademark restrictions and guidelines
• Experience in the museum or cultural sectors a strong plus

Skills and Abilities
• BA/BS Communications, media, or relevant degree, preferred
• Minimum 2 years experience in photography, videography and associated editing tools
• 2 years proven work experience in the digital space and social media

Benefits
This position is eligible for Full Time Benefits in accordance with Museum policies. Benefit include: Medical, Dental, Vision, Life Insurance, Short Term and Long-Term Disability, 403(B) with company match, Employee Assistance Program, Tuition Reimbursement.
To be considered, please send your resume to:

Jobs@okeeffemuseum.org

The Georgia O’Keeffe Museum is an equal-opportunity employer and considers all candidates for employment based on such factors as knowledge, education, skill, experience, the ability to perform required activities and availability, and without regard to race, religion, color, sex, sexual orientation, age, ancestry, citizenship, national origin, disability or any other legally protected status.