

# Georgia O’Keeffe Museum

**Position Title:** Media and Marketing Specialist  
**Department:** Advancement and Communications  
**Location:** Santa Fe, NM  
**Pay Range:** \$49,000 - \$52,000  
**Hours:** Full-Time, Non-Exempt

## **Position Summary**

The O’Keeffe Museum is in search of a Media and Marketing Specialist to join our communications team. The Media and Marketing Specialist develops and deploys strategic tactics to enhance the Museum’s digital communications. The specialist develops content for, and maintains, day-to-day activity across all social media channels. This position monitors, engages with, and grows our online community of Georgia O’Keeffe enthusiasts, creatives, Museum members, and independent thinkers. The specialist develops digital communications as a revenue-generating source for the Museum through e-commerce management, Google Grants management, and leveraging SEO, strategic influencers, and digital advertising to drive online traffic to ticket sales and membership opportunities. The specialist coordinates internal digital support for new exhibitions, membership, apps, tours, and the website. The position cultivates content for social media from internal and external sources, including video and photography.

## **\*COVID-19 considerations:**

Common surfaces are sanitized regularly, safety and cleaning measures are in place to prevent the spread of the virus. Masks and PPE are provided to all staff.

## **Responsibilities include but not limited to**

### Digital Communications

- 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.
- Lead digital graphic design services as needed

### Special Projects or Additional Duties:

- Complete special projects or additional duties as assigned, and consistent with the skills, training, level of responsibility and other requirements for this position

### **Background and Qualifications**

BA/BS in Communications, media, or relevant degree - required

Minimum 2-Years' experience in photography, videography and associated editing tools - required

Minimum 2-Years' proven work experience in the digital space – required

### **Skills and Abilities**

- 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

### **Benefits**

This position is eligible for our full benefits package including medical, dental, vision, Life Insurance and Short/Long Term disability, 403b retirement plan with employer match, museum membership, retail store discount, Employee Assistance Program, PTO, Paid Holidays and much more!

**Please note: to be considered, please send your cover letter and resume to:**

**[Jobs@okeeffemuseum.org](mailto: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.*