



Position Title: Digital Marketing Producer
Department: Communications
Location: Santa Fe, NM
Pay Range: \$55,000-\$58,000/year
Hours: Full-Time

Position Summary:

The Communications team at the Georgia O'Keeffe Museum brings together specialists in marketing and communications strategy, multimedia, social media, graphic design, branding, and public relations. Collectively, we bring the Museum's mission and brand to life and build meaningful relationships with new and existing audiences. The Museum seeks an energetic Digital Marketing Producer to help the Museum enhance digital offerings and share our mission with audiences. This role collaborates with multiple teams to design and curate digital content, update the Museum's digital platforms, and manages social media accounts. This role is ideal for a strategic thinker with a deep understanding of brand and aesthetics, who can oversee a wide range of initiatives.

Responsibilities include but not limited to:

Digital Content Creation and Multimedia:

- Oversees the production of digital marketing media including photography, video, audio, digital programming/events, and platforms.
- Produces and publishes audio and video content for web, social media, and email, serving as project manager to submit deliverables on time and as intended.
- Photographs and records content and Museum led events on and offsite.
- Coordinates with Museum ambassadors to capture and share engaging content.
- Ensures brand standards and institutional voice are maintained in communications across the Museum.
- Leads digital graphic design services as needed.

Platform Production and Oversight:

- Publishes content related to social media, website, e-newsletters, and third-party platforms.
- Oversees day to day management and updates to the Museum website and assists with the organization of new and existing content and navigation to enhance the websites functionality and use.
- Manages Museum social media platforms, responds to comments, and track and report related analytics.
- Monitors and updates third party platforms such as Google Business, Yelp, and Tripadvisor.
- Builds and publishes monthly event email and Museum e-newsletter.
- Submits events to external calendars and digitally boosts special events on online platforms.
- Supports updates and special projects related to the Museum's audio guide.

Core Competencies:

- Ability to work creatively and collaboratively in a team-based environment

- Highly organized and detail oriented
- Able to work independently and handle multiple priorities
- Excellent written and oral communications
- Excellent interpersonal skills and ability to relate to a variety of constituencies
- Excellent writing, editing, and storytelling skills with understanding of voice, tone, and narrative
- Has a deep understanding of brand and sharp eye for aesthetics
- Thrives in a fast-paced, collaborative environment

Administrative:

- Provides assistance and administrative support to the Head of Marketing & Communications.
- Establishes and works within a digital production operating budget.
- Provides archival support utilizing assets into the Digital Asset Management System (DAMS).

Special Projects and Additional Duties:

- Completes special projects or additional duties as assigned, and consistent with the skills, training, level of responsibility and other requirements for this position.
- Assists with department led events and press events, including press previews and special events on and offsite.

Background and Qualifications

- BA/BS in Communications, Marketing, Multimedia, Film, or other related field is required.
- 2-5 years of experience in Multimedia, Communications, Marketing, Social Media, Website, Journalism or other related fields is required.

Skills and Abilities:

- Strong computer proficiency with Microsoft Office and various social media platforms.
- Solid skills with survey software and data collection/analysis methodologies.
- Experience working in a museum or non-profit organization.
- Knowledge of art and art history.
- Have a passion for art and regularly engage with the art world in person and online.
- Experience with project management tools, social media, Microsoft Office, Zoom.
- Demonstrated sound judgment and even temperament.

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!

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.

Applicants must be authorized to work in the US for any employer, without needing sponsorship.