

Children's Discovery Museum
Communications Specialist

Status: Exempt, full-time

Grade: T-6 (Technical 1)

Department: Development & Marketing

Supervisor: Director of Development & Marketing

Summary Description

Under the general supervision of the Director of Development & Marketing, the Communications Specialist is responsible for fostering communication between the Museum and the public through development and coordination of written and visual content, and planning and implementation of social media strategies. The Communications Specialist serves as a resource for Museum staff on best practices in current and emerging communication platforms. Key responsibilities include acting as a primary writer of Museum communications and messaging to establish key messages; coordinate cross departmental communications strategies; manage and maintain photo and other media archives; create social media strategies to build community, drive audience, and brand our Museum as a leader in interactive learning.

Primary Responsibilities

Highly visible position, especially with external communities. Responsible for achieving goals and results, and applies technical knowledge to achieve results. Has influence on strategy, but focuses primarily on project and/or program execution. Work requires consistent exercise of discretion and judgment in its performance. Expectations and experience required described below.

Media Development and Coordination

- Implements communications plan and strategies, including support for video production as needed
- Responsible for development of written and visual content to communicate key Museum messages
- Serve as writer and coordinator for external communications, working cross departmentally with content experts
- Manage, update and maintain images for external communications
- Manage, update, and maintain the website calendar and rotating banner graphics for the website Don't Miss page
- Recommend and implement photo-tagging strategies to identify and facilitate use of photo-released images; manage photo releases; manage photo, video, and other media archives
- Work with the Marketing Manager on image capturing and messaging strategies
- Work with the Director of Development & Marketing to coordinate Communications Team and Innovation Meetings
- As a member of the Development & Marketing team, supports implementation of the annual Legacy for Children Award fundraising event

Planning and Implementation of Social Media Strategies

- Create social media strategies to:
 - Develop a participatory relationship with the community;
 - Broaden exposure to drive audience;
 - Build community; and
 - Brand the Museum as thought leader in interactive learning
- Serve as the primary Contributor for official Museum representation on social networks
- Manage and grow the Museum's social media presence
- Monitor online mentions to ensure our online presence meets Museum standards
- Stay abreast of social media trends and tools and evolve our strategy as needed
- Share best practices with staff and is a resource where possible as they execute strategies for social networks
- Establish benchmarks of social media success and monitor achievements
- Attends Education Department meetings and participates on cross-departmental teams as needed

Education/Experience

Any combination of education and experience providing the required knowledge and skills is qualifying. Minimum employment standards are:

- Bachelor's degree
- Two years' experience of active participation in social media including creating social media strategy and executing against strategy
- Outstanding written and oral communication skills
- Outstanding organizational skills with the ability/flexibility to set and work on multiple priorities and projects
- Experience managing multiple stakeholders; is responsive and uses good judgment
- Proficiency with Adobe Photoshop, Illustrator and Premiere; experience with Microsoft Office including Word, Excel, and Outlook; familiarity with HTML and CSS
- Basic photography skills, experience using DSLR camera
- Availability to work weekend and evenings as needed

This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by his/her supervisor. Children's Discovery Museum is an at-will, equal opportunity employer.

Updated 1/27/2016