



## AMERICA'S CAR MUSEUM®

**Now Seeking Candidates For The Following:**

### **DIGITAL & SOCIAL MEDIA COORDINATOR**

**REFERENCE JOB#:** W2700

**OPEN:** 03/20/15

**CLOSES:** When Filled

**APPLICATION PROCESS:** See bottom of ad

AMERICA'S CAR MUSEUM is an Equal Opportunity Employer

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**EFFECTIVE DATE:** March 20, 2015

**DIVISION:** Institutional Advancement

**FLSA CLASS:** Professional/Creative Exempt

**DEPARTMENT:** Marketing

**FTE STATUS:** 1.0 (Full-time)

**DRIVING CLASS:** Required

**REPORTS TO:** Marketing & Communications Manager

**SUPERVISES:** NA

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### **GENERAL SUMMARY:**

The Digital & Social Media Coordinator guides, coordinates, and creates the development and implementation of digital communications for America's Car Museum. This position facilitates all aspects of ACM's and the Hagerty Education Program at ACM (HEP) digital marketing and communications, which includes collaboration with internal departments to ensure consistent positioning and tone of voice across all communications channels.

The Digital & Social Media Coordinator works under the general direction of the Marketing & Communications Manager and requires the regular use of discretion and independent judgment to successfully execute job duties. Responsibilities include, but are not limited to: Creating social media content and posting to ACM and HEP social media platforms; Creating, positioning, and editing content for ACM and HEP websites through interdepartmental collaboration and coordination with the Graphic Design Coordinator; Collecting content for, building out, and distributing e-newsletters; Generating and tracking purchase orders; Working closely with other internal communicators to champion an effective mix of traditional and emerging communication tactics; Engaging key audiences through comprehensive integration of digital content for web, social, exhibitory, and events; Serving as an internal subject matter expert regarding emerging trends and best practices in digital communications; Developing digital pathways through existing communication channels to enhance audience understanding of the Museum's and HEP's offerings; Driving initiatives through digital media management; Coordinating all digital media activities in alignment with organizational objectives and goals; Tracking social media trends and designing a fully-integrated digital marketing strategy; Researching and implementing new social media tools; Managing social media accounts; Supporting events; and Providing interdepartmental support regarding website and social media marketing and communication.

This position requires a keen attention to detail, and the ability to work independently under minimal supervision and general instructions to fulfill the responsibilities described herein.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

## **PRIMARY OBJECTIVES:**

1. Coordinate and collaborate with all departments to ensure consistency in all digital marketing initiatives and ensure its alignment with ACM and HEP's philosophy and branding standards;
2. Provide oversight for digital marketing to ensure consistency in positioning and tone of voice;
3. Monitor performance of ACM and HEP's websites by analyzing, reviewing, and reporting on metrics to determine the effectiveness to maximize the Museum's reach and community engagement;
4. Remain current on new social media trends and best practices in order to design and implement social media campaigns to enhance community engagement, ACM and HEP's visibility, and museum membership;
5. Oversee the maintenance of the websites and social media content to maintain current information and generate engagement with virtual visitors;
6. Establish and implement an innovative, sustainable digital media strategy that encompasses all departments and propels ACM and HEP to the forefront of social media networks.

## **MAJOR RESPONSIBILITIES:**

1. Developing and deploying digital graphics and written communications for e-newsletters, web ads, and email marketing communications;
2. Creating and updating content on websites and social media platforms;
3. Researching website and social media analytics for monthly reporting;
4. Performing research and statistical analysis regarding industry trends, advertising effectiveness, and measurement;
5. Ensuring all newsletters, and e-blasts are consistent with branding standards, and that communications are accurate, timely, and appropriate for the target audience;
6. Acting as counsel to internal stakeholders on appropriate tactics to accomplish departmental digital communication needs;
7. Collaborating with Graphic Design Coordinator to develop a plan for visual imagery for all digital communications, including websites and social media;
8. Serving as an internal subject matter expert regarding emerging trends and best practices in digital communications.

## **QUALIFICATIONS:**

The incumbent for this position must be at least 21 years of age and possess: A valid Driver License; A BA/BS Degree in Digital Media, Marketing, Communications, or closely related discipline (Other degrees may be considered based upon relevance); and, A minimum of two years' professional experience in web design, social media marketing and advertising in a collaborative environment, preferably within the advertising, public relations, or project management field, or within an attraction-related or automotive industry. The incumbent must also possess: A proficiency in on-line media including Google AdWords, WordPress, and an understanding and ability to navigate the creative process associated in developing marketing materials on multiple web and social media platforms; A working knowledge of Word, Excel,

PowerPoint, and Outlook; A thorough understanding of web design, web design software, and social media strategies for businesses; and, An attitude that is team focused with the skills and ability to work independently and collaboratively among an interdepartmental collaborative environment.

### **Additionally, the incumbent must possess:**

1. The ability to pass an in-depth background investigation including criminal history, employment records, driving record, and personal references;
2. A solid proficiency in the English language with professional communication skills including written, oral, presentation, and interpersonal skills;
3. Strong project management and organizational skills with an ability to effectively multi-task and coordinate between different projects and/or departments and meet tight deadlines while remaining organized and solution focused;
4. The ability to drive an ACM vehicle for promotional events and utilize personal vehicle for business purposes as directed;
5. The skills and ability to foster effective working relationships with volunteers, employees, departments, collateral contacts, and external agencies;
6. An understanding and ability to provide service excellence through product delivery, staff interactions, and consistency in all marketing and public relations functions;
7. The ability and commitment to remain sensitive and responsive to the diverse needs and cultural differences within the organization's employment, guest, and client population;
8. The ability to lift up to 30 lbs. as needed, stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, read and interpret manuals and instructions, and effectively communicate verbally, and in written format, with guests, employees, and management regularly;
9. An ability to thrive in a fast-paced, dynamic environment with high expectations for professional outcomes;
10. The able to critically analyze and resolve quantitative, logistical, and conceptual design problems;
11. A track record of providing high levels of customer service;
12. A willingness to maintain personal scheduling flexibility to cover promotional events, signature events, late evening events, and emergencies as the needs of a seven-day operation may require.

### **WORKING CONDITIONS:**

1. Work environment is primarily office exposure and may include some exposure to various work environments including: shop, commercial retail, commercial food, and outdoors settings;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners, and various other chemicals;
4. Occasional exposure to dust, gases, and fumes.

# **RESPONSIBILITIES:**

## **DIGITAL COMMUNICATIONS:**

1. Advises all departments on digital communications best practices;
2. Ensures all digital communications are reflective of ACM and HEP's corporate image and messaging objectives and in line with branding standards;
3. Coordinates the gathering of content, drafts the e-newsletters (with appropriate images and messages), and completes mailing distribution per schedule;
4. Executes ongoing marketing and communication plans for promotions and signature events using a variety of digital communications channels;
5. Provides support to all departments by developing digital media components and video content to meet project specific goals;
6. Coordinates the distribution of ACM and HEP's event information, promotions, and messages to third party sites;
7. Creates kiosk content using QuickTap Survey software and uploads content to iPads;
8. Grows ACM and HEP digital ad presence using Google AdWords Grants and monitors performance;
9. Collaborates with Graphic Design Coordinator to develop a plan for visual imagery for all digital communications;
10. Develops strategies for all outgoing email campaigns, including subject line, delivery time and day, and call to actions in order to optimize open rates, click thru rates, and engagement;
11. Uploads eOpenRoad and incorporates unique feature content.

## **WEB MAINTENANCE**

1. Develops ACM and HEP's website content through interdepartmental collaboration;
2. Maintains a fresh web presence by executing timely page content modifications as aligned with website strategies, including the uploading of press releases and updating images, copy, blog posts, and event listings;
3. Utilizes content management software to update website content and images;
4. Manages a formal process for website updates and monitors performance of the websites by analyzing, reviewing, and reporting on metrics;
5. Assists departments in fulfilling website functionality objectives;
6. Ensures all updates and maintenance to the website are in line with corporate image, branding standards, and messaging objectives;
7. Develops and maintains a customized Wi-Fi login page for ACM public Wi-Fi.

## **SOCIAL MEDIA**

1. Engages and communicates regularly on social media sites (i.e. Facebook, Twitter, Instagram, YouTube, and Flickr) using sound social media business content strategy;
2. Creates and posts digital content to enhance ACM and HEP's social media presence;
3. Creates on-site social check-in promotions;
4. Establishes and maintains consistency of messaging across web and social media platforms;

5. Works with all departments to ensure all communications are reflective of ACM and HEP's imaging and branding objectives;
6. Manages online discussions by listening to users, reading posts, and responding in a timely manner to user needs and requests;
7. Monitors performance of all social media platforms by analyzing, reviewing, and reporting on metrics to determine the effectiveness to maximize ACM and HEP's reach and community engagement;
8. Researches and remains current on new social media trends and best practices and implements new social media tools;
9. Encourages visitor reviews of ACM on Yelp, Trip Advisor, and other appropriate consumer rating platforms.

#### **EXHIBIT INTEGRATION**

1. Works closely with the Marketing & Communications Manager and the ACM Curatorial team to implement "Digital Layers" into the audience experience including exhibits, way finding, and storage galleries;
2. Coordinates the creation of digital promotional content for distribution across digital channels;
3. Creates targeted content and develops initiatives to drive community participation and add value to the user's experience;
4. Creates exhibit specific kiosk content using QuickTap Survey software and uploads content to iPads;
5. Uses digital tools to enhance the visit to the Museum and bring social sharing into the visitor experience;
6. Creates photo opportunity "hotspots" throughout the Museum;
7. Collaborates cross-departmentally to develop "Pit Stop" kiosks in strategic locations throughout the Museum;
8. Audits ACM presence on STQRY platform, formulated a plan and created interactive elements for the Groups for each exhibit and the Stories for each stop on the ACM tour.

#### **MARKETING & PUBLIC RELATIONS:**

1. Advises and assists all departments in effective print and digital communications with the public;
2. Exchanges information in person, in writing, by telephone, and e-mail for the purposes of representing the organization and communicating with the media, members/visitors, the public, government, and other external and internal sources;
3. Represents the Museum and the Marketing & Communications Department, by attending ACM's Signature Events and internal and external promotional events as directed;
4. Drives ACM vehicles for select promotional events and uses personal vehicle, or public transportation, to and from off-site events, as appropriate;
5. Works in concert with the Marketing & Communications Manager to optimize digital media buys.

#### **ADMINISTRATIVE & OPERATIONAL SUPPORT:**

1. Participates with management in the ongoing planning and delivery of promotional objectives and initiatives;
2. Works collaboratively with the department heads to prioritize competing projects in order to facilitate desired outcomes;
3. Assists in the implementation of the ongoing communications and marketing plan for promotions and signature events;

4. Tracks deadlines related to web content, social media posts, and digital assets;
5. Maintains relevant billing records and purchase orders;
6. Creates reports and communications utilizing MS-Word, Excel, and Google Analytics;
7. Utilizes MS-Outlook and Mail Chimp for email communications and scheduling;
8. Tracks and archives all press releases and articles;
9. Aligns activities within the designated Marketing & Communication Department's annual budget, including strategic plans, efficiency improvements, and new initiatives.

**OTHER:**

1. Assist in the strategic planning and budgeting process as needed;
2. Maintains a flexible schedule, able to work occasional weekends and late nights;
3. Demonstrates creativity, initiative, and collaboration skills with a positive, solution focused attitude;
4. Drives ACM vehicle and personal vehicle for business purposes as needed and or directed;
5. Participates in continuing educational opportunities for professional growth and development;
6. Works in a cooperative manner with all personnel at all times;
7. Performs other duties as assigned or directed.

**APPLICATION PROCESS:**

To apply for this position, include all of the following:

**NOTE: All application materials must be received to be considered for this position.**

1. Cover letter *(include specific job reference # W2700)*
2. Resume
3. Professional references *(minimum of three)*
4. Salary History *(Must be incorporated into resume, email or attachment)*

Email all application materials to [hr@lemaymuseum.org](mailto:hr@lemaymuseum.org) or fax to 253-779-8499.