

Briscoe Western Art Museum – San Antonio, Texas

Position Description

Part-time Digital Media Specialist

Reports To: Marketing and Communications Manager
Fair Labor Standard Act Status: Independent Contract position
Department: Marketing

POSITION SUMMARY

The Digital Media Specialist reports to the Marketing and Communications Manager and is responsible for leading all social and digital media management efforts for the Briscoe Western Art Museum and Jack Guenther Pavilion. The specialist is also responsible for engaging with online audiences, creating and implementing social media campaigns through photography, graphics, and video, and assisting with the museum's websites and online presence.

This is an independent contracted position and designed for a flexible schedule and partial remote work options.

ESSENTIAL FUNCTIONS

- Produce written, graphic, and video content for the museum's and pavilion's social media platforms.
- Build and manage monthly content calendars for all social media platforms.
- Ensure brand consistency across all digital media channels.
- Work with the museum's Marketing & Communications Manager to implement integrated media campaign strategies to support Museum initiatives and events.
- Assist with content design for all electronic mailings and newsletters, using content provided by Marketing.
- Curate and maintain the Museum's presence on online platforms including Yelp, Trip Advisor, Facebook, Instagram, and more, engaging and replying to online audiences, responding to online reviews and comments.
- Photograph and video museum events to create original content for social media posting.
- Create an organization-specific social media measurement KPI report and update monthly. Understand key performance indicators that accomplish engagement goals defined in social media plan/strategy to ensure the organizations' social media presence is achieving these goals.
- Post and manage museum events to appropriate community calendar posting websites and create Facebook Event Pages for each museum-hosted event.
- Perform website maintenance by updating the website with copy, images, and graphics provided by Museum Marketing Manager.
- Stay up-to-date with current technologies and trends in digital media and design technology.
- Other duties as assigned.

QUALIFICATIONS and REQUIREMENTS

- Bachelor's degree preferred and two-plus years of experience managing social media platforms.
- Proven communication project management and analytic tool experience desired.
- Familiarity with major social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and knowledge of current trends.
- Must be proficient in MS Office Suite and have knowledge of basic design programs including Adobe Creative Suite and knowledge of video editing software.
- Excellent communication skills (written and verbal) and administrative skills.
- Ability to work independently and complete assigned tasks within identified time-frame.
- 20-25 hours a week required.
- Flexible combination of remote and onsite work schedule.
- Occasional evening, weekend, and holiday work is required.
- Must have reliable transportation.
- Includes a parking pass for the conveniently located downtown parking garage.

WORKING CONDITIONS:

Position requires periods of standing, walking, and/or sitting. May occasionally need to lift and carry up to 20 pounds, push and pull up to 40 pounds with the assistance of a cart. Evening, weekend and holiday work may be required.

Interested parties can send a cover letter and resume using any one of these methods:

Fascmile/FAX

Subject: Part-time Digital Media Specialist

Fax Number: (210) 299-4118

or

Email

Subject: Part-time Digital Media Specialist

info@briscoemuseum.org