



Position Title: Marketing and Digital Communications Manager

Department: Marketing and Development

Reports To: Director of Marketing and Development

FLSA Classification: Full-time hourly, non-exempt

Job Summary:

The Marketing and Digital Communications Manager develops and executes the internal and external marketing and communications activities of the SMUD Museum of Science and Curiosity (MOSAC) under the direction of the Director of Marketing and Development. The Marketing and Digital Communications Manager recommends changes in online marketing strategies and execution and ensures that all print, digital and mobile marketing activities expand the MOSAC brand and overall organizational strategy.

Essential Position Functions:

- Develop and execute the organization-wide social media strategy, ongoing content development, and customer engagement. This is including, but not limited to, Facebook, Twitter, Instagram, and YouTube
- Update and troubleshoot MOSAC's website
- Grow the website traffic and enable digital growth
- Work with Director of Marketing and Development on content creation and distribution
- Develop, design, coordinate, and execute digital and print marketing campaigns by providing content messaging, coordinating with team members, managing department deadlines, and communicating with key stakeholders
- Assess performance metrics including project and campaign analytics, efficiency metrics, brand metrics, customer metrics, and overall return on investment for digital marketing and communications initiatives and make recommendations based on findings
- Perform graphic design, writing, copywriting, editing, and proofing of marketing materials, web content, social media posts, blogs, and online advertising
- Oversee organization-wide online advertising initiatives, including Search Engine Marketing, banner advertising, and social media advertising
- Maintain messaging and branding consistency across online platforms
- Work with and manage external partners as needed to achieve marketing goals
- Coordinate and staff outreach events
- Complete special projects as assigned

Minimum Requirements:

Bachelor's Degree in Marketing, Advertising, Communications, or Public Relations; or equivalent combination of education and relevant experience

Experience:

Three years in marketing, advertising, communications, public relations, or other related fields

Skills:

- Solid knowledge of Adobe Creative, Photoshop and WordPress
- Graphic Design skills required
- Excellent verbal and written communication skills
- Ability to excel in a detail-oriented, deadline-driven environment
- Ability to prioritize tasks while maintaining constant level of high quality
- Strong interpersonal and customer service skills
- Excellent organizational skills
- Ability to be self-motivated
- Ability to be a strong team player and work with multiple employees to achieve deadlines

Application Procedures:

Please submit a resume, cover letter, writing sample, and graphic design sample to Shahnaz Van Deventer at svandeventer@visitmosac.org. No phone calls will be taken for this application.