**Position Title:** Digital Content Specialist

**Department:** Marketing

**Reports to:** Manager, Marketing

**Classification:** Full-time hourly

**Salary Range:** $22-24/hour

**Job Summary:**

The SMUD Museum of Science and Curiosity is looking for a creative, STEAM-loving, Digital Content Specialist. If you have a passion for science museums and digital communications, our Digital Content Specialist will assist in captivating, updating, and leading our online audience back to the museum! Alongside the Marketing Manager, you will help curate museum activities and turn them into online stories that engage and grow our online audience.

**Skills, Talents, and Desired Traits:**

- Ability to edit and update online channels including website and social media.
- Ability to keep up with current trends across digital/online platforms.
- Comfortability working in a fast-paced/dynamic environment.
- Strong understanding of social media advertising.
- Ability to develop storytelling and mission-rich content for various platforms.
- Curiosity for all areas of communications including photography, video production, graphic design, and event production.

**Duties/Responsibilities:**

- Work with management to plan, implement, and execute a diverse editorial calendar relevant to the museum’s mission, events, and brand.
- Drive email marketing and social media efforts to maximize museum’s reach.
- Expand MOSAC’s social media presence beyond Facebook, Instagram, and Twitter. (e.g., TikTok, LinkedIn, Pinterest).
- Leverage insights and analytics to drive online engagement.
- Research advertising and marketing trends.
- Help curate a media library for social media posts by attending museum events, activities, high-traffic days, etc.
• Must be strategic, possess a strong attention to detail, demonstrate good communication skills, and have exceptional organization.
• Target areas of improvement on social platforms (engagement, audience reception, retention).
• Support marketing efforts as needed.

Physical Requirements:

• Prolonged periods of sitting at a desk and working on a computer
• May require times of activity while creating digital content, including moving around the museum, setting up scenes, and moving small objects.

To protect our team members, volunteers, students, and guests, MOSAC strongly encourages all employees to be fully vaccinated with a COVID-19 vaccination series approved by the U.S. Food and Drug Administration (FDA) or the World Health Organization (WHO) and to stay up to date on ongoing vaccines.

Application Procedures: Please submit a cover letter and CV/resume addressing your qualifications as they align with the job description by email at kelledge@visitmosac.org. Please also provide names, with contact information, of three professional references. No phone calls will be taken for this application.

Work Location: On location