

Position: Social Media Marketing Coordinator
Reports to: Chief Advancement Officer
Status: Full-time, exempt
Schedule: Monday-Friday. Occasional weekend and evening hours may be required.
Compensation: \$37,000 to \$42,000 annually (DOE) plus medical, dental and vision benefits. 403b retirement plan available.

Objective: The Social Media Marketing Coordinator will plan and execute The Discovery's social media efforts in support of the overall marketing plan with the goal of increasing museum attendance to 300,000 visitors per year. This position also provides support in executing the museum's special events.

Requirements: To be successful in this role, the candidate should be organized, able to efficiently manage a varied workload, and deliver on long-term projects while being responsive to short-term needs in a dynamic environment. The following qualifications and skills are required:

- Bachelor's degree or equivalent academic training and professional experience in marketing, communications, and/or business and at least one year of experience in a marketing role
- Experience with developing social media strategies and ability to develop the right voice for the right platform
- Basic photography and video editing/production experience with Adobe Creative Cloud and iMovie
- Experience with Facebook Business Manager and Hootsuite (or similar)
- Ability to maintain social media channels independently and cooperatively

Job functions: The duties and functions of this position include, but are not limited to:

Social Media

- Grows awareness of The Discovery's offerings programs and exhibitions. Serve as the main executor for social media channels, such as Facebook, Instagram, Twitter, YouTube, and LinkedIn. Supports the development of social media (paid and organic) marketing strategies with the help of the Chief Advancement Officer.
- Works closely with Chief Advancement Officers to develop and execute a content calendar used for external communications. Ensures alignment and consistency between social and web presence. Schedules social media posts based on the content calendar and relevant opportunities.
- Works closely with Chief Advancement Officer and Graphic Designer to ensure content fits brand tone/voice/aesthetic and reinforces brand positioning.
- Collects, tracks, analyzes, and reports on key social media analytics, noting progress toward goals. In partnership with the Marketing team, executes and tracks progress of strategies, tactics, and campaigns to meet department goals and deliverables.
- Writes relevant, cohesive, and engaging copy for social media (paid and organic) captions. Conducts research to learn about the target audience for copy.
- Creates compelling, shareable short-form video content for social media. Responsible for the planning and production of creative video assets, including maintenance and organization of image archives and content uploads.

Job functions (cont.):

- Works closely with Chief Advancement Officer and Graphic Designer to execute paid social campaigns by developing digital ad creative.
- Monitors and responds to customer service inquiries via The Discovery's social media channels and review-based sites and ensures respectful and appropriate engagement.

Event Coordination

- Pull permits from the City of Reno and Washoe County Health Department for special events.
- Assist in purchasing, organization and inventory of all special event equipment and materials.
- Work with the Senior Development Officer to connect with local businesses and entities to participate in events at The Discovery including securing auction items and sponsorship opportunities.
- Prepare and send out mail merge letters pertaining to special events as well as organize and help manage in-kind acknowledgement letters
- Assist in the set up and preparation of all special events (i.e. Social Science, Halloween Trick or Treat, Chemistry of the Cocktail)
- Additional duties as assigned.

Environment: Work is sedentary in nature but may require standing or walking for up to 15% of the time. Work is generally performed within an office environment using standard office equipment.

The Terry Lee Wells Nevada Discovery Museum (The Discovery) is an Equal Opportunity Employer and is committed to ensure that all employees and applicants receive equal consideration and treatment, regardless of race, color, creed, gender (including gender identity or gender expression), religion, marital or domestic partner status, age, national origin or ancestry, physical, mental or medical disability, sex, sexual orientation, citizenship, military service status, veteran status, or any other characteristic protected by state or federal law or local ordinance. The Discovery is a drug-free workplace.