

Reports to: Director of Development

Status: Full time, Exempt

Mission and Description of the Metal Museum

The Metal Museum is the only museum of its kind in the country dedicated to preserving, promoting, and advancing the art and craft of fine metalwork. The Museum engages the metals community and the surrounding region through exhibitions, collections, studio practice, and community education and engagement. The permanent collection and exhibition program reflect a wide range and mixture of metalsmithing, including ferrous and nonferrous metals, hollowware, jewelry, and architectural elements. With its unique focus on artwork and fine crafts made in metal, the Metal Museum helps initiate and promote dialogue and understanding of the field and its relevance in our modern culture.

Purpose

This position serves as lead storyteller across the Museum's digital platforms including website, social media channels, email marketing, and other digital initiatives.

Essential Functions and Responsibilities

Digital Marketing

- Serve as the primary point person for the Museum website, including but not limited to maintaining embedded forms, SEO, and analytics
- Edit, create, and upload website content as necessary and ensure all information is accurate and up-to-date, and that the website reflects the Metal Museum brand
- Maintain brand standards across all digital platforms including website, video, email, mobile and desktop communications, and social media
- Manage active, scheduled social media calendar, including creative and content production through primary platforms (Facebook, Instagram, LinkedIn, etc.)
- With Marketing team, help develop and implement strategies across all digital channels that engage new and existing audiences
- Perform routine maintenance on existing digital platforms as necessary
- Stay up to date on developments and trends in the social media space
- Collaborate with all departments to create and oversee distribution of digital promotional materials for exhibitions, education programs, and events
- Provide support for all Museum programming and events including but not limited to the development of marketing materials, tech setup as necessary, and event photography
- Attend Museum and community events to build awareness and brand ambassadorship
- Manage digital assets including images, video, and related metadata
- Photograph and edit images of various subjects for promotional materials including but not limited to exhibitions, classes, events, and Museum store products
- Plan and organize external photography and videography resources where needed on projects
- Assist with other marketing projects as assigned
- Other responsibilities may include, but are not limited to, greeting guests and acting as an attendant for the galleries; monitoring cleanliness of the buildings; assisting with events; and performing other essential duties as assigned.

Qualifications and Skills

- High School Diploma, GED, or equivalent required; Associate's or Bachelor's degree preferred
- 2-3 years' experience in digital marketing, content creation, website management, or social media management, or equivalent fields required
- Ability to work with a diverse array of people, including Museum guests, supporters, clients, vendors, volunteers, and staff, in both large and small groups
- Must be culturally competent to work with individuals and groups from diverse racial, religious, ethnic, educational, ability, and socioeconomic backgrounds, as well as members of the LGBTQ and gender non-conforming communities
- Genuine interest in museums, metalworking, and visual arts strongly desired
- Self-motivated with the ability to work independently
- Meticulous attention to detail and highly organized
- Excellent written and verbal communications skills
- Computer and software literacy, particularly Microsoft Office applications, required
- Marketing software (Constant Contact, Wix, etc.) and social media platforms experience required
- Knowledge of event, product, and promotional photography required
- Proficiency with Adobe Photoshop, Lightroom, and Illustrator preferred
- Project management experience a plus

Hours, Compensation, and Benefits

The work week for this position is Tuesday through Saturday. Additional hours (nights and weekends) will be required; all full-time staff are expected to assist with Museum events. All Museum staff must be available the week before, during, and after Repair Days, which is held annually in October.

The salary for this position starts at \$38,000. Salary is contingent on experience and ability. Benefits include health insurance and a 3% Simple IRA employer match after 2 years of employment.

To Apply

Send a cover letter detailing fit and interest in position, resume, and three references to quamesha@metalmuseum.org. Please reference "Digital Marketing Coordinator" in the subject line. A writing sample and photography portfolio may be requested as part of the interview process. **Please, no phone calls.**

The Metal Museum is committed to building a culturally diverse staff and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We strongly encourage LGBTQIA+ individuals, people with disabilities, Black, Indigenous, and people of color to apply.