

Digital Community Manager

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The Museum of the City of New York seeks a candidate to oversee content across the Museum's social media, email, and print collateral to ensure accuracy, consistent voice, and alignment with marketing goals.

Roles and Responsibilities:

- Direct the Museum's email communication, social media strategy and editorial calendar. Direct, review and edit copy for all newsletters to increase awareness of exhibitions, programs, fundraising campaigns, and the Museum's online shop. Supervision of Digital Marketing Coordinator/Email Marketing.
- Develop channel-specific, timely social content and campaigns to support editorial calendar for Instagram, Facebook, Twitter, YouTube, LinkedIn, and Snapchat appropriately maintaining the brand voice across platforms to engage followers
- Pitch creative concepts for organization-wide social media initiatives, influencer outreach, and campaigns -- both video and audio
- Collaborate with curatorial, public programs, education, group tours, and family programs stakeholders to develop compelling content to support attendance and drive engagement
- Write and edit blog stories for the Museum's award-winning blog. Collaborate with Curators and Collections on stories.
- Help direct and identify email acquisition streams and hygiene. Oversee implementation strategies to capture new addresses. Oversee the execution of email campaigns in MailChimp.
- Conduct livestreamed social media events in support of the Museum's collection and exhibitions
- Stay on top of emerging social channels; analyze and formally present opportunities for growth
- Report actionable insights and KPIs on a regular basis
- Monitor and report trends in social media, competitor, and channel topics
- Run cross-platform social advertising campaigns in collaboration with the Museum's digital agency
- Oversight and implementation of website updates for day-to-day operations.
- Project manage print projects. Gather assets from stakeholders, distribute proofs for approvals (proofreading, content, credits), and manage numerous iterations of edits. (6-month booklet)

A successful candidate will have:

- 4+ years' experience managing social media and digital channels for a brand or nonprofit; integrated marketing experience a plus
- Above average knowledge and experience using programs such as Excel, InDesign, Mail Chimp, PowerPoint, and Word
- Must be highly organized, deadline oriented, and flexible, with strong project management skills.
- Knowledge of email best practices, deliverability, CAN-SPAM and CASL legislation, and email success metrics.
- Ability to analyze mail campaigns and make recommendations based on benchmarks and results.
- An effective communicator that successfully collaborates with stakeholders at all levels.
- Familiarity with The Chicago Manual of Style.
- Experience working in a museum or a related sector is desirable.
- Patience and a sense of humor are a must!
- Must be able to monitor digital channels to ensure content current.

BENEFITS

Excellent benefits package, including a defined benefit pension plan as well as a 401K savings plan.

HOW TO APPLY

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Digital Community Manager** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.