

# National Cowboy & Western Heritage Museum, Oklahoma City, OK

## Position Description

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### Social Media Manager

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**Reports To:** Chief Marketing Officer

**Status:** Exempt, Full Time

**Department:** Marketing

**Salary Range:** \$40,000 - \$50,000

#### **POSITION SUMMARY**

WANTED: Creative professional with proven success in developing and executing digital content strategies. The Social Media Manager will lead social media content efforts and maintain consistent messaging to support cross-departmental projects for the Museum, Museum events and the Museum Store.

#### **Job Responsibilities**

##### Social Media

- Create and execute a social media strategy for the Museum, implementing tactics to grow, engage and retain followers and convert them into guests, members, active fans and promoters of our Museum.
- Work with Online Store Sales Manager and Marketing & Communications Manager to build a social media strategy for the Museum Store, implementing tactics to grow, engage and retain followers and convert them into leads, customers, active fans and promoters of our Museum Store.
- Ensure consistent voice and activity on social media platforms and expand social media presence.
- Identify and collaborate with our community partners on social media channels.
- Identify influencers and develop collaboration strategies.

##### Email Marketing

- Develop strategies and lead the production and distribution of targeted emails for the Museum, Museum events and the Museum Store, including the Museum's monthly eNewsletter.
- Manage email database to ensure proper segmentation and targeting.
- Review email metrics with Marketing & Communications Manager to ensure message effectiveness and to help grow email database.

##### Reporting and Evaluation

- Work with Marketing Specialist to maintain monthly Content Calendar, tracking social posts, emails, blog posts and other relevant website updates.
- Provide content and analyze monthly marketing report, including web analytics, social data, email marketing data, digital advertising data, earned media results and visitor attendance.
- Research industry trends and make recommendations for updates to processes where necessary.

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## Key Qualifications

- A Bachelor's Degree in Marketing or related field and 3-5 years' professional experience
- Strong knowledge of the digital marketing industry, trends and new developments
- Fluency with major social media platforms (Facebook, Twitter, Instagram, TikTok, YouTube, LinkedIn) and knowledge of Meltwater or other content management solutions.
- Experience with email production, distribution and database management using Constant Contact or similar email marketing solutions.
- Solid knowledge of WordPress or similar CMS and clear understanding of web standards.
- Knowledge of Adobe InDesign and Photoshop, as well as Microsoft Office.
- Excellent communication and interpersonal skills.
- Ability to work well under deadlines in a changing environment and perform multiple tasks effectively and concurrently.