

National Cowboy & Western Heritage Museum, Oklahoma City, OK

Social Media and Digital Marketing Manager

Status: Exempt, Full Time

Salary Range: \$50,000 - \$60,000 **based upon experience.**

POSITION SUMMARY

The Social Media & Digital Marketing Manager is responsible for gathering, crafting and posting content on multiple formats and platforms to build the National Cowboy & Western Heritage Museum's brand awareness by marketing what we do and effectively telling our story. In this role, you will have the opportunity to have a real impact and drive growth through enhancing social media presence, updating website, market communication, brand awareness, promotions and analyzing market trends.

This role is on-site, exempt full-time position.

Job Responsibilities

Social Media

- Optimizes stories to boost engagement metrics like clicks, shares, traffic, view, etc.
- Develops and executes innovative social media strategies to amplify our online brand presence.
- Content management and scheduling
- Monitors social media trends, hashtags, and conversations to identify opportunities for real-time engagement and viral content.
- Formats and distributes external communications, including announcements, email blasts, traditional and digital media.
- Manages the content calendar, building brand awareness, developing strategies for campaigns as well as organic content, influencer management, digital and email marketing, and measuring success by regularly analyzing KPI metrics.
- Acts as the Museum's voice on social media; providing day to day community engagement of the ongoing conversations on our social media channel.
- Creates and executes 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.
- Works with Online Store Sales Manager and Marketing leadership to build a social media strategy for the Museum Store, Persimmon Hill Boutique, implementing tactics to grow, engage and retain followers and convert them into leads and customers.
- Utilizes data analytics to measure the effectiveness of campaigns and make data-driven recommendations for continuous improvement.
- Explores and implements influencer collaborations, partnerships, and cross-promotion opportunities to expand our sales.
- Manages visuals and merchandises brand website, updates product listings and assures a seamless user experience.

Email Marketing

- Design and executes email marketing campaigns.
- Plans and executes digital marketing campaigns.

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- Develop strategies and lead the production and distribution of targeted emails for the Museum, Museum events and the Persimmon Hill Boutique, including the Museum's eNewsletter.
- Manages email database to ensure proper segmentation and targeting. Increase email database through in-museum, in-store collection efforts as well as digital CTA's online.
- Reviews email metrics with leadership to ensure message effectiveness and to help grow email database.
- Identifies target customers segments engagement.
- Monitors and analyzes key marketing metrics, including website traffic, conversion rates, and customer retention to optimize marketing efforts.
- Monitors and responds to customer feedback, reviews, and inquiries through various channels to ensure high levels of customer satisfaction.

Website

- Manages content updates to the Museum website, and works with staff to ensure text and imagery is up-to-date and meeting messaging goals.
- Creates webpages for events.
- Acts as primary contact with web agency/contractor to:
 - Communicate design and functionality updates beyond capabilities of staff where agency/contractor services are necessary.
 - Monitor Analytics reports, providing materials for monthly reports.
- Set monthly SEO goals and ensure tactics are completed.
- Optimize content for search engines (SEO) to improve visibility and drive organic traffic to our online properties.

Required Qualifications

- Bachelor's degree in marketing, communication or related field.
- 3+ years of professional content management experience, including social media, email marketing and website.
- Strong knowledge of the digital marketing industry, trends and new developments.
- Fluency with major social media platforms (Facebook, Twitter, Instagram, TikTok, YouTube, LinkedIn).
- 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.
- Ability to work well under deadlines in a changing environment and perform multiple tasks effectively and concurrently.

To apply: Send resume, cover letter and examples of creative social media content and email marketing to HR@nationalcowboymuseum.org. Applications with missing documents will not be considered for the position.

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