

SOCIAL MEDIA & COMMUNICATIONS COORDINATOR

The Seattle Art Museum is the leading visual arts institution in the Pacific Northwest. The goal of its social media team is to expand and target a broad and diverse audience through engaging, informative content and compelling story telling--- furthering SAM's mission to "connect art to life."

OVERVIEW: The Seattle Art Museum's Communications Department is looking for a social media & communications coordinator to assist with content development and day-to-day maintenance of all museum social media channels. The ideal candidate will be organized and creative with 1+ years of experience, an in-depth knowledge of social media with proven results across platforms, and a passion for art.

Please include a resume, cover letter, and work samples in your application. Work samples: 1-3 proposed social media posts for SAM (indicate the platform for each post) and a longer writing sample (max. 500 words), such as a social media campaign plan or report or a blog post.

FLSA STATUS: Non-Exempt
REPORTS TO: Director of Communications

ESSENTIAL FUNCTIONS:

- Works with the digital media team to concept, write, and create content for SAM's social media channels, including Facebook, Instagram, Twitter, YouTube, and Snapchat.
- Works with communications team to develop and implement social media campaigns in support of museum exhibitions, programming, and initiatives.
- Writes for different audiences, reflecting SAM's values and commitment to equity
- Coordinates interdepartmental projects to develop compelling content to support museum attendance, gain and retain new members, and drive engagement.
- Monitors SAM's social media channels, as well as visitor based review sites such as Yelp and TripAdvisor and responds to customer service issues.
- Works closely with department to improve the organization of deliverables.
- Analyze and review effectiveness of organic efforts and paid campaigns to help evolve ongoing social media strategy.
- Works with communications team to write, place, and track impact of SAM's Google Grant search advertising efforts.
- Executes campaigns across social platforms and google ads on budget.
- Supports communications staff as necessary.

QUALIFICATIONS:

1. BA/BS degree required; museum, marketing, public relations degree preferred
2. At least one year of relevant work experience
3. Knowledge and understanding of current social media landscape, trends, tools
4. Experience coordinating and drafting content for social media channels
5. Excellent interpersonal, written, and oral communication skills
6. Proficiency using MS Office Suite (Word, Excel, Access, Outlook)
7. Experience using social media scheduling, monitoring, and engagement tools (e.g., Hootsuite and Minter)
8. Able to work independently and in a team setting with a high level of professionalism.
9. Able to take initiative, prioritize multiple competing tasks and meet deadlines.
10. Ability to work accurately with close attention to detail.
11. Ability to adhere to museum policies and to support management decisions in a positive, professional manner.
12. Comfortable working a flexible schedule to accommodate event and program coverage, as well as after-hours social media monitoring.

ADDITIONAL SKILLS (Not required but a plus):

1. Photography and video experience; familiarity with Photoshop
2. Experience with paid social media campaigns.
3. Familiarity with The Chicago Manual of Style, and AP Stylebook.
4. Experience with Google AdWords and Google Analytics

The Seattle Art Museum will consider reasonable accommodations for those applicants with disabilities who may need a reasonable accommodation to perform the essential functions/duties. Please contact the Human Resource Department for additional information.

Seattle Art Museum is committed to diversity and inclusion. Qualified individuals who bring diverse perspectives to the workplace are especially encouraged to apply.

TO APPLY: Please visit <http://visitsam.org/careers> for specific instructions on how to submit SAM employment application, cover letter and resume, and other requested items.

Deadline: September 29, 2017