

# PLEASE TOUCH MUSEUM®

## Position Description

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### Social Media Specialist & Content Creator

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<b>Reports To:</b>	Senior Director, Marketing & Communications	<b>Department:</b>	Marketing
<b>Direct Reports:</b>		<b>Division:</b>	
<b>FLSA Status:</b>	Exempt	<b>Grade:</b>	
<b>Status:</b>	Full-Time	<b>Effective Date:</b>	FY19
		<b>Hours / Week:</b>	40

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#### Background

Please Touch Museum, the Children's Museum of Philadelphia (PTM) was founded in 1976 and was the first children's museum to focus exclusively on young children ages birth to seven.

As a leading 21<sup>st</sup> century children's museum, PTM's exhibits, Museum experiences and educational programs are developed to engage children and foster the intellectual, social and emotional skills necessary to be successful in the classroom and in life. PTM's mission is to change a child's life as they discover the power of learning through play. PTM welcomes over half a million visitors a year from the greater Philadelphia region, across the country and around the globe. The Museum is housed in Memorial Hall, a National Historic Landmark with over, 100,000 sq. ft in total and 60,000 sq. ft of exhibit space

#### Position Summary:

Full-time Social Media Specialist & Content Creator to administer PTM social media accounts, Facebook, Twitter, Instagram, LinkedIn, etc. create engaging content and handle social advertising initiatives. He/she will be responsible for creating original text and video content, writing blog content, creating and managing a monthly social calendar, creation of all social media posts- designing, editing and cutting videos and responding to followers.

As Social Media Specialist & Content Creator he/she should be up-to-date with the latest digital technologies, social media trends and video creation. He/she should have excellent communication skills and can express PTM's views in a creative manner throughout all creative materials – print, radio, TV, digital, outdoor, etc.

#### Essential Functions:

- Responsible for updating PTM's social accounts, responds to posts or comments. Posts updates, news and announcements using appropriate content.
- Performs research to find articles, stories and resources or other content that is relevant to PTM customer base and posts it to PTM social channels in a manner that invites conversation and interaction.
- Update all social accounts with current and relevant photos, videos, or other content from PTM activities and events. Grows PTM online social networks by increasing fan base and interactions.
- Takes pictures and videos of events, temporary exhibits and other Museum activities to be developed into content for the PTM website, Facebook, Twitter, Instagram, LinkedIn, etc.
- Uploads PTM photos and videos to the appropriate server files. Organizes and archives digital images and videos. Complete other digital media projects assigned.
- Implement social media strategy to help align with business goals. Ability to manage and create monthly social media and blog promotion calendar. Generate, edit, publish and share engaging content daily
- Supports all marketing efforts by working with Marketing Director and Creative to develop fresh messaging that appeals to their target audience and reaches out to new targets.
- Collaborates with Marketing Managers to create and/or edit all copy for advertising, landing pages, emails, social posts and campaigns, videos, collateral materials, and a multitude of content marketing initiatives
- Regularly observes the online activity of PTM social media accounts and researches social media practices.
- Establish a reporting system on the various online activities to be sent to Senior Management team. Analysis the incoming data and various social media comments.
- Use Google Analytics to assess trends and activity on the PTM website. Uses Facebook insights to assess trends and activity on the PTM Facebook page. Uses Twitter Analytics to assess trends and activity on the PTM Twitter page
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach. Completes other research projects as assigned.
- Suggest and implement new features to develop brand awareness such as promotions and other initiatives

### **Minimum Qualifications:**

- Bachelor's degree in creative writing, journalism, Advertising or related field required
- At least 2 years' experience working in a marketing department with an excellent understanding of social media and copywriting. Nonprofit museum experience a plus.
- SEO knowledge required.
- Create simple branded social media graphics using a tool, such as Canva.
- This position will also require familiarity with Facebook advertising and management
- Must have proven experience with video editing.
- Experience managing social media accounts.

- Experience with WordPress content management.
- Experience writing and optimizing web pages (title/meta description/keyword optimization) Excel, Word, Publisher, Basecamp, Google documents, Hubspot, Hootsuite, Sprout Social, Buffer and WordPress, InDesign, Photoshop, Illustrator, Final Cut Pro Data collections, analysis and project management.
- Use computer applications for writing, budgeting, and statistical analysis; communicate; manage multiple projects.
- Is a self-starter and able to take initiative on all projects. Communicate with followers and respond to queries in a timely fashion.
- Experience with community management
- Excellent communication and organizational skills  
Excellent writing, spelling, grammar, structure and proofing abilities. Ability to express ideas clearly and succinctly in verbal and written form  
Capability to manage multiple projects
- Experience working with professionals. Pleasant, friendly attitude, with an ability to adapt to change.
- Requires excellent skills related to attention to detail, and decision making skills, possesses a strong work ethic, and willingness to work a flexible schedule as needed.

Please Touch Museum offers an excellent work environment, generous benefit package and competitive salary. To apply for this great opportunity, email your cover letter, accomplishments and resume to: [employment@pleasetouchmuseum.org](mailto:employment@pleasetouchmuseum.org), EOE

Posted: Tuesday, November 20, 2018