



PARRISH ART MUSEUM

Job Title: Digital Communications Manager

Date: May 4, 2021

Reports To: Director of Communications and is a member of the Communications and Marketing Department.

Job Summary:

The Digital Communications Manager plays a critical and evolving role within the Parrish Art Museum's Communications and Marketing Department, as well as the overall presentation of the Museum to its publics. They are responsible for the creation, production and management of content for the Parrish Art Museum's digital media platforms: website, e-communications, and social media. The Digital Communications Manager is also responsible for designing and implementing strategies for the Museum's digital media tools to reflect the organization's mission and goals.

Duties:

Lead as webmaster for parrishart.org

- Manage all content for the Museum's website including copy and digital assets; oversee design, accessibility, maintenance, growth, and API integrations; coordinate interdepartmental workflow
- Manage, track, and report on analytics across digital platforms and implement data-driven decisions to improve and evolve the Museum's content, marketing, and digital strategies
- Creative thinker and problem solver who can articulate ideas, frame challenges, highlight opportunities, and offer solutions
- Exceptional writing skills and experience in creating engaging, fresh copy and dynamic creative content

Lead e-mail marketing

- Create and execute content strategy, ensuring consistent quality, formatting, tone, and voice; maintain lists
- Develop audience-focused content for targeted e-mail communications, including copy writing/editing, asset gathering, and approval routing
- Monitor statistics and share campaign reports; make data-driven recommendations for improving e-mail strategies and ensuring successful campaigns
- Strategize and implement ideas for e-mail acquisition

Lead social media strategy

- Strategy, planning, and execution including creative content development and distribution, follower growth and engagement, and establishing cohesive messaging across platform placement

- Facilitate online community engagement to increase audiences for the Museum's exhibitions, public programs, and special events
- Track and analyze engagement rates on all digital platforms; generate monthly reports
- Oversee digital advertising and other paid media efforts
- Participate in planning for future digital initiatives and technologies

Qualifications: Bachelor's degree in communications, digital design, art history or other related field; 3–5 years in social media strategy and management, with a strong focus on digital content creation and distribution. Proficient knowledge of websites, e-communications, social media platforms and internet culture, particularly in a museum context. Creative thinker who can offer new ideas, frame challenges, highlight opportunities and provide practical solutions. Exceptional writing skills and experience in creating engaging, bright copy and dynamic creative content. Fluency in CMS, with a working knowledge of HTML. Strong knowledge of Mailchimp, familiarity with Piction, API and 3rd party integrations. Experience with Google Analytics. Familiarity with Piction is a plus.

Working Conditions: Work can be performed remotely and on-site. The physical demands and work environment characteristics are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Scope of Authority: Must accept direction from Director of Communications. Coordinates and works with consultants, vendors, graphic designers, press agencies and journalists.

Interpersonal Communications: Must maintain confidentiality; Must ensure a positive representation of the Museum in regular communications with staff and stakeholders. Ability to effectively present information in one-on-one and small group situations.

Disclaimer: The preceding description is not designed to be a complete list of all duties and responsibilities required of the position.

The Parrish Art Museum is an Equal Opportunity Employer with a commitment to actively provide opportunities to individuals from underrepresented groups. Individuals of diverse backgrounds are strongly encouraged to apply. The Museum's offices are fully accessible.

Interested candidates should send a cover letter, resume and references to hr@parrishart.org