

PARRISH ART MUSEUM

125 Years of Engagement, Vision, and Excellence

Job Title: Digital Content Communications Specialist

Date: July 2023

Reports to: Director of Donor and External Communications, and Branding

Status: Full-time; Exempt

PURPOSE AND SCOPE:

The Digital Content Communications Specialist aids in advancing the Museum's mission by creating and distributing Museum content to enhance awareness through local news and participation on digital platforms. The Digital Content Communications Specialist is responsible for initiating and producing creative content, with a focus on digital news generation for the Museum: writing news, marketing content, creating videos and copy for social/digital channels and digital local news. This position creates and distributes news to digital media and community outlets and develops ongoing pitching and places stories; it maintains regular contact with media representatives. Assists in managing both news and marketing writing projects.

KEY RESPONSIBILITIES:

- Write and develop news and feature stories on and for social feeds and website. Specifically: create, edit, proof, publish and distribute articles, videos, video scripts, news releases and articles on museum digital channels (website, e-newsletter, Facebook, Twitter, Instagram, and others) and local digital news.
- Perform self-guided research with staff to source visuals (archive materials, photos, videos, graphics) for digital communications use
- Coordinate digital distribution of local news releases and editorial advisories as needed, maintaining address and log information and ensuring timely distribution. Media pitching required.
- Apply best digital marketing practices to all content and output.
- Identify key performance indicators for digital content and create monthly report
- Manage and execute website upkeep and upgrades such as new pages and revisions using Museum's content management system. Ensure that webpages complement any related print components. Consult with Museum Visual Content Specialist on aesthetics as necessary.
- Proactively present new ways to promote the Museum in the digital world, identify emerging trends in electronic media and innovative ideas that meet institutional goals.
- Build and implement a calendar for social media, e-newsletter, and website content

REQUIRED EDUCATION, EXPERIENCE, AND SKILLS:

Bachelor's degree in related field required.

Excellent writing, copywriting, and proofreading skills, with an ability to deliver content under pressure and tight deadlines.

Experience in digital Communications/Marketing/Public Relations/Non-profit marketing.

Experience in web content management systems.

Ability to occasionally work evening events and weekends.

Passion for furthering equity, diversity, inclusion, and accessibility in the work environment

ADDITIONAL ABILITIES:

Ability to multi-task and manage competing deadlines.

Ability to work in a team environment as well as independently, self-starter, energetic.

Ability to anticipate work needs and follow through with minimum direction.

WORKING CONDITIONS:

Work will be performed in a normal open-space office environment at Museum offices and remotely in public spaces and in program spaces including the Museum galleries, studio and theater; as well as in key stakeholder spaces. 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. Must accept direction from the Executive Director in executing principal responsibilities.

SALARY:

This position has a salary range between \$52,000 and \$57,000 annually.

ABOUT THE PARRISH ART MUSEUM:

The Parrish Art Museum is a place to discover and connect with art and artists with a focus on the rich creative legacy of Eastern Long Island and its global impact on the art world. The Museum regularly presents temporary exhibitions, including new installations drawn from our world-class collection of more than 3,000 works, as well as special exhibitions that reconsider the work of a single artist or group exhibitions that explore compelling themes. The Parrish produces hundreds of public programs and offers a year-round schedule of inspiring education initiatives.

Situated within one of the most concentrated creative communities in the United States, the Parrish Art Museum is a vital cultural presence on the East End of Long Island. Originally founded in 1898 by Samuel L. Parrish in the Village of Southampton, as a showcase for his collection, the Museum relocated in 2012 to a spacious, light-filled, purpose-built facility in Water Mill, New York designed by Herzog & de Meuron. The new facility provides for expanded services in research, interpretation, collaboration, education, and interactive, multidisciplinary programming. The Museum's landscape and critically acclaimed building honor Eastern Long Island's built and natural environment evoking the unique atmosphere of the region that inspires many artists and visitors.

The Parrish Art Museum is an equal-opportunity employer. The Museum is committed to a work environment that supports, inspires, and respects all individuals, and we do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, military service status, or any other status protected under federal, state, or local law. Individuals of diverse backgrounds are strongly encouraged to apply. The Museum's offices are fully accessible.