



MONTCLAIR ART MUSEUM

3 South Mountain Ave.
Montclair, NJ 07042
973-746-5555
montclairartmuseum.org

POSITION TITLE:	Creative/Social Media Writer
DEPARTMENT:	Marketing and Communications
SUPERVISOR:	Director of Marketing and Communications
DIRECT REPORTS:	none
LAST REVISION DATE:	July 2019

The Creative/Social Media Writer is a full-time position reporting to the Director of Marketing and Communications. The ideal candidate will possess a collaborative mindset and the ability to employ storytelling to produce engaging and measurable experiences across multiple platforms and for multiple audiences. Will work with a small, nimble Marketing and Communications department to grow meaningful online engagement that translates into visitors, members, and students.

Essential Responsibilities:

- Create social media content; maintain and grow social media channels
- Develop a comprehensive strategy to represent all Museum departments, identify audiences, and coordinate placement of content on the museum's social media accounts
- Format, design, and distribute emails through email marketing software
- Identify the most engaging and effective platforms in print and digital, complementing and amplifying overall marketing and communications strategies
- Measure the performance of content and make recommendations to inform digital and print strategy
- Proofread and edit content to ensure accuracy, relevancy, and a consistent voice
- Work cross-departmentally to create and manage content and video projects that meet the branding standards of the institution

Qualifications:

- Bachelor's degree required
- Minimum 1-3 years of experience in content creation; demonstrable experience growing a social media presence
- Possess strong knowledge of social media platforms and analytic tools to benchmark and measure performance
- Strong grasp of the best practices and latest trends in storytelling on social platforms

- Demonstrate a deep curiosity and up-to-date knowledge of non-profit and/or cultural institutions' trends
- Impeccable spelling and grammar with the ability to write in a conversational and friendly tone
- Great research, organizational and learning skills
- Detail and deadline driven but also game to constantly push the boundaries of storytelling
- Flexible, able to multitask and work well across teams
- Proficient in Word, Excel, Photoshop, Acrobat, and PowerPoint, with basic familiarity with HTML and content management systems

WORKING CONDITIONS:

Occasional early mornings and late evenings with advanced notice