

# MFA *The Museum of Fine Arts, Houston*

## **Position Available**

Title:	Interactive Marketing/Social Media Manager
Reports To:	Associate Head of Marketing and Communications
Pay Type:	Full-Time, Regular, Exempt, 35 hrs/week
Salary:	Commensurate with Experience and Education
Benefits:	Group Medical and Dental Insurance, Life and Long-Term Disability Insurance, Retirement Plan, Flexible Spending Plans, Paid Time Off, Reserve Time Off, Holiday Pay, Museum Membership and Discounts
Work Schedule:	Monday–Friday, 9 a.m.–5 p.m.
Work Location:	Montrose Building, a non-smoking facility

The Interactive Marketing/Social Media Manager will develop and further enhance the brand's digital footprint across multiple channels during a very exciting time at the Museum of Fine Arts. If you are a social-savvy strategist looking to work for one of the largest Museum's in the nation, then we'd love to hear from you!

We are looking for the right mix of content strategist, creative junkie, copywriter, and advertiser. You will help to bring the MFAH exhibits, activities and events to life on social media. You will work with a team of enthusiastic "doers" and contribute to producing goal-oriented content and amplifying it through paid and other forms of media. You will help identify and target audiences; analyze and report on campaign results.

The Manager will work on marketing and social media initiatives in an effort to increase overall brand awareness, interactive engagement and positioning. The Manager is expected to be an experienced and influential Brand Ambassador that keeps the brand's priorities top of mind, while representing the brand daily.

### **Responsibilities**

- Support the Associate Head of Marketing and Communications in the conceptual development of content for organic and paid social across all Museum platforms including multiple Facebook pages, multiple Twitter accounts, Instagram, YouTube and Vimeo
- Organize daily social media and content calendar for Facebook, Instagram, Twitter, YouTube and Vimeo including scheduling and posting.
- Write and develop each post; approx. ten per day - interesting, exciting, enticing and engaging – more if the subjects are ripe!
- Proactively engage consumers online to drive favorable brand conversations, across all social platforms.
- Create compelling, with the Videographer, and original social-first content for Facebook, Instagram, YouTube, and Twitter (Including but not limited to GIFs, illustrations, sizzles, animations, teasers, and videos)
  - Oversee marketing video production, including requests for proposals, drafting scripts, budgeting and trafficking for approvals.

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- Develop a pipeline of social content to ensure consistently engaging content that reflects our brand voice, resonates with target audiences, and reinforce key messages
- Translate campaign assets and messaging to use in social channels while maintaining our brand voice
- Create engaging templates for Instagram stories
- Regularly communicate with other departments on new web features or standards
- Monitor and handle/field content-update requests.
- Represent M&C on the online collections team
- Oversee the project management of major website projects--including website redesigns, e-commerce updates, app development, Google Art Project, etc. in coordination with IT
- Understand overall MFAH audience objectives, amongst various social channels, and translate them into actionable social media strategies
- Frequently attend events and photoshoots to create custom Instagram content
- Maintain and discover relationships with high and local level influencers, agents, and other creative agencies
- Maintain digital asset library
- Coordinate implementation with IT or relevant departments
- Oversee and edit video content on the web to include mfah.org, Google Art Project, Yelp!, etc.
- Creatively develop and execute social-media campaigns in collaboration with various internal client groups as well as Marketing Department colleagues;
- Clear content with curatorial or relevant departments as needed
- Coordinate blog posting schedule in collaboration with other marketing staff; author MFAH blogs.
- Drafts ad copy and provide data for paid digital advertising.
- Liaise with Web Editor to manage Web Edits
- Partner with Email Marketing team to ensure holistic approach is taken to paid and organic social
- Oversee social media analytics to constantly optimize social media performance by building best practices on content, distribution, amplification, and influencer marketing
- Accountable for driving overall social media performance, including but not limited to social media followers, social media engagement, influencer marketing revenue lift, campaign performance, and owned and earned referral traffic to MFAH.org
- Build a viral amplification strategy to (1) regularly pitch cross-channel ideas that would drive massive earned media value, (2) create a system that can help identify within the first 12-24 hours stories that have viral potential, and (3) have an opportunistic process in place to partner with PR, Editorial/Web, and other key stakeholders to rapidly take advantage of viral moments as soon as they emerge and convert it into brand equity
- Attend events, shoots, and other MFAHs events (Glassell, MFAH Films, Bayou Bend and Rienzi) to cover in original ways
- Act as liaison with in-house teams as well as outside contacts PR/designers in support of original social content
- Work with editorial, curatorial, communications, and other key stakeholders to champion new media formats and help drive new and exciting initiatives that will extend our market reach and content penetration.
- Stay on top of developments regarding social media platforms, both ones we currently use and ones that we are not actively on, identifying potential business and creative opportunities for new feature adoption, beta testing, strategic shifts, and special projects
- Partner with the Clients in order to produce original, socially-optimized design assets across channels
- Brainstorm influencers, personalities, and cultural practitioners for digital content across creative disciplines including art, literature, fashion, culture, music, etc.

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- Outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines
- Interactively (and energetically!) maintain and engage all social media activity daily, including weekends.
- Flexibility with schedule

## **Skills, Knowledge, and Abilities**

- You must be digital-obsessed;
- You should be tech-savvy with a history of successfully bringing digital strategies to life;
- High fluency, passion and demonstrated success in web and online communications, including social media platforms such as Facebook, Twitter, Instagram, YouTube and Vimeo
- Writing and editing experience (and excellence!)
- Proficient with video and photo editing
- Deep passion and interest in basic art, fashion, literature, culture, music and understanding of art-historical terms and trends
- Ability to meet consistently meet demanding deadlines, manage multiple projects at once, interact with a broad variety of internal departments and external entities, manage and traffic multiple priorities
- Ability to prioritize without much supervision
- Strong aptitude and experience with various software design and application tools such as Photoshop and Illustrator and with various Microsoft Office products
- Must be able to work some evenings and weekends as needed
- Strong understanding of best practices, metrics and analytics to help form opinions and recommendations

## **Education and Experience**

- Bachelor's degree in related field **preferred** OR an equivalent combination of experience and education from which comparable and demonstrable knowledge, skills, and abilities have been achieved.
- 5+ years related work experience, including in the fields of web development and management, marketing, journalism, social-media applications
- 2+ years in a SM lead role, directly responsible for executing strategies, creating tactics and evaluating results
- An eye for bright, beautiful, inspirational and engaging imagery
- A mastery of and excitement for storytelling via conversational writing and visual communication
- Advertising & entertainment experience is preferred but not essential

## **How to Apply**

Submission should include:

- Cover letter
- Résumé
- Links to social-media accounts you've professionally managed
- Relevant samples of work you are particularly excited to share and believe sets you apart from all others who will apply for this position.
- Metrics or measures of execution, success, or areas of where desired improvement(s) were achieved.

## **Detailed Candidate Profile:**

- Day to day - focused while able to concentrate on multiple tasks;

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- Quickly notices, understands and accounts for technical, social and business matters;
- Relatively independent thinker, with the understanding and willingness to engage others when needed;
- Appropriate mix of conceptual thinker with the ability and interest to get into the details to ensure execution;
- Demonstrated experience launching and growing brands, programs, initiatives.

Send résumé to Human Resources, Job-20-040MAC, P.O. Box 6826, Houston TX 77265-6826; fax 713-639-7508; or email [jobs@mfah.org](mailto:jobs@mfah.org) or apply at <http://mfah.org/about/careers>