



Social Media and Digital Communications Coordinator

Job Summary

The Vero Beach Museum of Art provides cultural leadership by presenting world-class exhibitions, collecting exceptional works of art, and offering diverse and innovative programs in art education. The full-time Social Media and Digital Communications Coordinator works with Marketing Department Team members to create engaging content for social media outlets- including Facebook, Instagram, and YouTube, implement organic and paid social media campaigns, create engaging email communications, design and schedule digital and static signage, and post website pages. Essential in growing and engaging VBMA's online and onsite audiences, the role regularly communicates and collaborates with internal departments and external partners. Duties include creating assets such as graphics, photography, and videography; recommending and implementing storyboards and timetables; collecting and analyzing social media and email campaigns; directing budgets approved by the Director of Marketing and Communications; and staying current on social media trends and best practices.

Responsibilities

- Ensure that the VBMA standards of quality, creativity, and brand are reflected consistently in all materials.
- Manage multiple projects and see them through from concept to completion.
- Create multimedia content, such as photography, audio, and video. Where possible, leverage existing content for social media, e-newsletters, digital and static displays, and website pages.
- Assist the Graphic Designer with graphic design projects as needed.
- Schedule social posts using the Later dashboard and communicate and engage our audience through social media platforms (i.e., Facebook, Instagram, and LinkedIn comments).
- Provide a positive online user experience. Monitor, moderate, and respond to questions and comments.
- Compile social media and email performance insights using native tools, competitive analysis, and trend reports. Create comprehensive post-ad campaign reports with the results and analytics.
- Recommend channel and content strategy to social media to achieve engagement and growth goals.
- Implement and manage social media paid ad campaigns within a specified budget. Creating clear and concise descriptions for each ad. Schedule the ads for the entirety of the exhibition or program period.
- Collaborating with Museum departments, produce engaging emails that generate engagement and, when appropriate, revenue such as ticket sales, memberships, and philanthropic giving.
- Create an annual social media plan and assist in creating a yearly email messaging calendar that includes news, exhibitions, events, programs, membership opportunities, classes, and more.
- Serve as the primary contributor to the Museum's digital signage system, creating and scheduling messages in collaboration with the Visitor Services, Education, Marketing, and Development Teams.
- Highlight VBMA partnership programs such as Vero Beach Ballet, The Atlantic Classical Orchestra, Vero Beach Opera, etc., and collaborate with the Education Team and outside partners as necessary.
- With input from Visitor Services, Facilities, Security, and Development, create and post static signage to help alert Museum members and guests of upcoming closures or other special instructions.
- Participate in national campaigns, such as Blue Star Museums, the March of Museums, and Museum Store Sunday.
- In coordination with the Marketing Team, communicate necessary information in the event of a serious weather event or emergency.
- Assist in optimizing the Museum's presence with Google Business Profile, Visit Florida, Visit Indian River County, and other directory listings.

Qualifications

- Excellent writing and design capabilities and an eye for detail.
- Think creatively and strategically at a fast pace.
- Excellent organizational skills, integrity, and excellent follow-through.
- A good collaborator who works well with others and appreciates feedback.
- Must demonstrate excellent judgment and professionalism in all aspects of work, especially when replying to online commentary.
- Proficiency in software for graphic design, including Adobe Creative Cloud (Illustrator, Photoshop, Media Encoder, Premiere Pro, InDesign, Adobe Express, and Acrobat Pro) and Canva; Microsoft Office (emphasis on PowerPoint); Later for social media (or similar); Meta Business Suite; and YoDeck (or similar) digital signage systems.
- Photography and videography are required.

Working Conditions and Physical Requirements:

- Able to meet and perform the physical requirements and to work effectively in an environment which is typical of this position.
- Frequent lifting, bending, climbing, stooping, and pulling. Frequent repetitive motions.
- Continuous standing and walking.

Benefits:

- Vacation Time
- Sick Time
- Float Time
- 403b with match
- Holiday Pay
- Museum Membership
- Medical, Dental and Vision benefits

Pay:

\$19.00 per hour

The Vero Beach Museum of Art is an Equal Opportunities Employer and seeks diversity in its workforce. The Museum is committed to attracting, retaining, developing and promoting the most qualified employees without regard to race, color, sex, age, religion, national origin, ancestry, sexual orientation, pregnancy, gender identity or expression, physical or mental disability, or past, present, or future service in the uniformed services of the United States, or any other characteristic prohibited by federal, state, or local law.

If you or anyone you know is interested in this position, please email your resume to Danielle Elliott at delliott@vbmuseum.org.