



Digital Media Manager

Reports to: Director of Development and External Relations

FLSA Status: Full Time, Exempt employee

Date Written/Revised: July 2021

ORGANIZATION

Planet Word (www.planetwordmuseum.org) is a brand-new interactive museum that brings language to life with unique, immersive experiences for people of all ages. Nothing like it exists anywhere else in the world. Founded by Ann Friedman, the museum has been established in the newly renovated and restored National Historic Landmark Franklin School, at the corner of 13th and K streets in the heart of Washington, D.C.

Planet Word's commitment to promoting diversity, multiculturalism, and inclusion is clearly reflected in the stories we tell. At Planet Word, we strive to provide a forum for civil discourse and to be a place where our community, in all its vibrant diversity, can gather to share the words that bridge differences and forge solutions.

POSITION

Do you want to share your love of words, language, and reading with a wider audience? Planet Word is looking for a creative, word-loving digital marketer to help us grow our online audience and get the word out about upcoming events and initiatives.

The Digital Media Manager for Planet Word creates the content and strategy for the museum's social media, newsletters, and the website. They work closely with the museum's Founder to maintain a consistent brand voice across all platforms. As part of a small, nimble team with a start-up mentality, they will assist with design and communications needs across departments, including Education, Programming, and Development.

The ideal candidate has an instinct for social media marketing, an eye for design, and a deep knowledge of and passion for literacy and linguistics-related topics.

ESSENTIAL FUNCTIONS *(other duties as assigned)*

Social media

- Engage and grow our online audience with compelling, fun, and unexpected content on the museum's social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Gather social media data to inform strategy for each platform.
- Steward our online community, responding to user comments and messages kindly and promptly.
- Investigate and launch the Planet Word brand on other platforms as needed.
- Use social advertising and paid promotion to advance institutional goals and specific initiatives.
- Regularly report on social media performance to museum leadership.

Digital marketing

- Create and schedule all newsletter communications.
- Use digital media channels to promote museum events, initiatives, and openings.
- Maintain accurate information on the museum's Google Business, Yelp, and Trip Advisor accounts.
- Manage the museum's YouTube channel, including basic video editing, uploading, and caption cleanup.

Website

- Ensure that content on the museum's websites is up-to-date and meets SEO standards as well as accessibility and legal/privacy standards.
- Coordinate website maintenance with an external team of website developers.
- Write new web content, including blog posts, landing pages, and announcements.
- Spearhead development of microsites.



Design and branding

- Maintain an archive of videos and photos for promotional use across departments.
- Assist with basic graphic design and video editing.
- Work closely with the Founder to maintain consistent brand voice and image across multiple platforms and departments.

QUALIFICATIONS AND SKILLS

- Work or educational/vocational experience in English, Linguistics, or related field
- Ability to gain trust and establish rapport with key stakeholders
- A passion for words, language, and reading and a desire to inspire the same in others
- Excellent writing and communication skills; a careful eye for proofreading
- 3+ years experience in social media content creation and strategy
- Ability to track social media trends and keep up with platform updates and changing content standards
- Experience analyzing social media data to inform strategy
- Experience with social media management programs (e.g. Hootsuite)
- Working understanding of Wordpress or similar Content Management System
- Experience with basic design programs (e.g. Canva)
- Ability to organize multiple projects and tasks and consistently meet deadlines
- Tact and discretion when communicating around sensitive topics
- Experience managing digital crisis

The ideal candidate will also bring:

- Experience with the Adobe Design Suite (InDesign, Photoshop, AfterEffects, Premiere Pro, Acrobat)
- Experience with Google Analytics
- Brand management experience
- Knowledge of linguistics concepts and contemporary scholarship
- Photography skills

WORK ENVIRONMENT AND PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical abilities to perform all core functions and duties of the position, including but not limited to the following: ability to communicate clearly; visual acuity including but not limited to color vision, depth perception, central and peripheral vision, close vision, visual acuity to read, and visual acuity to view a computer monitor for long periods; manual dexterity to operate a computer keyboard for long periods. Standing for long periods of time; lifting up to 40 pounds; bending, reaching, pushing, pulling, climbing a step ladder.

SALARY AND BENEFITS

\$52,000-\$60,000 annual salary, commensurate with experience

Full employee medical, dental, vision, life, STD/LTD/ADD plus dependent share

TO APPLY

Please send your resume and some samples of social media posts that Planet Word might create as well as a longer writing sample (max. 500 words) that could be a campaign plan, report, blog post, etc., via email to:

careers@planetwordmuseum.org

Subject: Digital Media Manager



Planet Word's policy is to provide equal opportunity employment (EOE) to all persons. Planet Word recruits, employs, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status.