



Digital Engagement Specialist

The Digital Engagement Specialist at the Missoula Art Museum is a 75% FTE primarily tasked with continuing to develop and tell the story of MAM, its mission, and programs using video, photography, and sound. This position is responsible for the packaging and delivery of these stories to our growing audience via myriad digital platforms and media. This position will assist in developing and implementing a strategic vision for MAM's audience growth and program delivery through digital/multimedia programming.

In this role, the Digital Engagement Specialist is responsible for assisting in creation and deployment of content via multiple channels and digital platforms, including email, social media, MAM's website, and others. The Digital Engagement Specialist will be part of MAM's marketing team to achieve the organization's goal of increasing measurable engagement and meaningful programmatic impact for MAM's ever-broadening audiences.

Job Responsibilities

- With the Communications and Marketing Coordinator and our marketing partner, establish best practices at MAM for audience cultivation and digital engagement activities and programs that connect audience with artists and exhibitions, build new audiences, and deepen engagement with them.
- In collaboration with MAM program team (comprising of curators, the registrar, educators, and front desk staff), design, and execute robust and creative virtual and in-person programming, based on MAM's exhibition program, education program, and collection.
- Develop analytics, define goals to help MAM understand and expand audience and increase impact.
- Identify and engage partner organizations for both programming and production.
- In collaboration with Communications and Marketing Coordinator and marketing partner, develop social media strategy to market and deliver virtual programming.
- In collaboration with the marketing and advancement, produce and deliver digital media campaigns directed at donors/members and potential donors/members.
- With Communications and Marketing Coordinator, track analytics on members, web visitors, and social media audiences, and coordinate and manage the creation of all digital content such as website, blogs, press releases and podcasts, infographics, videos, photographs, etc.
- Photograph/video events, exhibitions, and collection artworks as needed.

Requirements

- Undergraduate degree in Journalism or Media Arts, or equivalent professional experience
- Demonstrated experience with Photoshop, Final Cut Pro, or other media editing software. Experience with web design, and an understanding of graphic design principles
- Experience with visual communication methods
- Demonstrated exceptional written communication skills, and experience with copyediting and style guidelines (AP, Chicago Manual), or willingness to learn
- Photography/videography experience, especially with shooting interiors and objects
- Experience with content management, especially with platforms like YouTube, Facebook and Instagram for Business, MailChimp and Constant Contact
- Critical thinker with problem-solving skills, ability to manage multiple projects, work independently to meet deadlines

Compensation: \$15/hr // 0.75 FTE

Please submit cover letter and résumé before July 20, 2021 to:

Tracy Cosgrove, Deputy Director for Finance and Advancement

tracy@missoulaartmuseum.org