



POSITION DATA

JOB TITLE: Manager, Social Media & Content Strategy
DEPARTMENT: Communication & Marketing
REPORTS TO: Senior Director of Digital Content and Strategy
CLASSIFICATION: Exempt
DATE: May 2022

POSITION OVERVIEW

The Manager, Social Media & Content Strategy (MSMCS) will oversee messaging content management across various digital mediums and will also create content, manage, and expand the various social networking channels dedicated to the National September 11 Memorial & Museum.

The MSMCS will work across the organization to create key messages, shape content, and manage engaging online campaigns (paid and organic) necessary for sustaining and building an engaged online community and social media presence to increase awareness, help attract visitors, deepen involvement, fundraise, and provide educational information related to 9/11. The incumbent will be responsible for the strategy, execution, and growth of all the organization's social media channels.

The MSMCS will also help collect and curate original and existing digital assets, including audio, images and video for marketing and news media initiatives working as a key content liaison between the Museum's Collections, Education and Exhibitions staff and the External Affairs Department. The incumbent will work closely with the Digital Strategy team.

The incumbent will report to the Senior Director of Digital Content and Strategy.

ESSENTIAL FUNCTIONS

- Develops engaging content, monitors daily posts, and creates awareness campaigns on various social media outlets including Facebook, Twitter, and Instagram.
- Tracks and reports on key metrics across social channels and use findings to maximize engagement opportunities.
- Routinely improves existing social media channels as well as identify and pursue emerging social media opportunities and platforms.
- Maintains strong relationships with internal departments and external partners to create social media campaigns that support the Memorial's mission.
- Plans and manages webcasting events.
- Builds social media campaigns to supplement communications and marketing efforts.
- Manages paid social campaigns: developing creative and iterating spend based on performance.

- Creates and maintains content calendar for social media platforms.
- Develops and executes content strategies that align and support larger marketing campaigns and increase followers and sales across all major touch points (social, email, web) and advertising integration.
 - Coordinates with web and communications to ensure broader strategic department alignment.
 - Obtains digital assets, e.g., images, audio, and video, from the Museum collection for marketing campaigns, public awareness, education, and events.
- Helps promote public programs, special events and other initiatives through digital communications.
- Oversees all email campaigns across institution: editing copy and approving timing.

REQUIRED SUPPORT FOR ORGANIZATIONAL EVENTS

- Participates in the Annual 5K Fundraiser and September 11th Commemoration, as assigned.
- Assists with other special projects and events in support of all 9/11 Memorial and Museum, as assigned.

QUALIFICATIONS/SKILLS REQUIREMENT

- 3-5 years' experience managing content with at least 2 years working in social media
- Must possess strong writing and editing skills and have deep knowledge of social media trends
- Excellent written and oral communications skills
- Ability to build creative social media campaigns
- Experienced marketer with proven expertise in developing and implementing strategic plans.
- A proven track record of executing successful campaigns to increase followers and other KPIs.
- A keen sense of judgment and tact when developing and delivering messages across social networking sites
- Ability to engage meaningfully with a global online community
- Experience with new media and its trends
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Familiarity with Canva or other project design tools as well as content management systems such as Drupal or Wordpress a plus

HOW TO APPLY

- Include job title in the email subject field.
- Please indicate the location where job posting was seen.
- Please submit a resume and cover letter to 911mmcommsjobs@911memorial.org

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands and work environment described in this job description are representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to see, be mobile, and have the ability for two-way communication with the public and staff.

The work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no protective devices necessary to be worn or utilized in the office work environment. Minimal travel is required.

- This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all inclusive.
- Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
- The organization reserves the right to change, modify, or reassign job responsibilities, duties, and scheduled work hours as per business needs.