POSITION OVERVIEW

The Assistant Manager, Social Media & Content Strategy (AMSMCS) 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 AMSMCS 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 AMSMCS 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 Head of External Affairs.

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 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.

VOLUNTEER REQUIREMENT

• 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 is preferred
• 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

HOW TO APPLY

• Include position you are seeking in the email subject field
• State the location where job posting was seen
• Send 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 2-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. Employee will be required to comply with organizational Health and Safety Plan. 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.
- This document is a communication tool and not intended as a written or implied contract of employment.