



DIGITAL MARKETING MANAGER

The Witte Museum is where Nature, Science and Culture meet, through the lens of Texas Deep Time and the themes of Land, Sky, and Water. The Witte is the only museum that focuses on Millions, Thousands and Hundreds of years in what we now call Texas. The Witte inspires people to shape the Future of Texas through transformative and relevant experiences in engaging exhibitions and programs. Founded in 1926, the Witte is located along the San Antonio River and has recently renovated and expanded the entire museum campus.

POSITION SUMMARY

The Digital Marketing Manager reports to the Vice President of Communications and collaborates closely with other Witte team members to expand public outreach, manage the museum's web presence, and multiply messaging opportunities. They do this by creating digital content for the Witte's social media channels, updating website content, overseeing content in the mobile app, and creating and distributing email communications. The Digital Marketing Manager assists with developing short-term and long-term marketing strategies to support the Communications and Marketing Department, while collaborating with other museum departments to promote their programming. Engaging and creative communication, an eye for design, project management, and following the Museum's editorial process are crucial elements to the Digital Marketing Manager role.

RESPONSIBILITIES

- Execute digital communication strategies through social media, email communications, the website and mobile app
- Develop, maintain, and manage the editorial and the visual content for the Witte website and mobile app through a content management system
- Serves as chief photographer, videographer, and digital storyteller at the Witte's programming and events, with a responsibility of developing, creating, and distributing engaging and dynamic content
- Monitor, grow and engage with the Witte Museum's audience through its social media accounts
- Generate and share reports to track the Witte Museum's reach and marketing campaign effectiveness through the website, social media, mobile app, and email
- Follow brand standards to ensure the Witte's brand and messaging are consistent throughout communications campaigns
- Manage all marketing purchase and works orders
- Work closely with the Communications and Marketing Team to plan comprehensive communication and marketing strategies, sales promotions, and opportunities related to various museum exhibitions and programs
- Work closely with the Vice President of Communications to develop and execute strategic marketing and communications plans
- Attend Witte Museum events and public outreach opportunities, including evening and weekend events
- Perform other duties as assigned by the Vice President of Communications

EDUCATION

- Required: Bachelor Degree in marketing, public relations, communications, English or equivalent experience

EXPERIENCE AND SKILLS

- Minimum 5 years direct experience in social media marketing and/or digital marketing
- Experience with creating digital content (including photography and video experience) and managing social media channels required
- Ability to tell compelling, memorable stories that drive action through both visual and written mediums
- Knowledge of effective digital communication strategies, including best practices and trends with social media, search engine optimization, and email marketing
- Knowledge of website development and design, including basic HTML and CSS knowledge
- Experience using Adobe Creative Suite to edit photos and videos and create graphics
- Possess exceptional writing talent and the ability to organize complex information into logical and readable communications
- Strong vocabulary and excellent use of grammar and style
- Ability to track and interpret digital marketing performance metrics, including experience with Google Analytics and social media measurement tools
- Well-developed organizational skills and ability to meet simultaneous deadlines
- Must be an energetic, enthusiastic individual with strong attention to detail
- Must possess excellent people skills and be guest-driven
- Able to articulate to diverse audiences
- Preferred: Museum experience and/or Non-profit experience

PHYSICAL REQUIREMENTS

- Must be in good physical condition, able to move moderately heavy objects (30lbs.), bend, walk, climb stairs, stand, and sit for extended periods of time
- Must be able to work a flexible schedule including evenings, weekends, and holidays

The Witte Museum is an equal opportunity employer

Closing date: open until filled

Résumé may be emailed to: humanresources@wittemuseum.org