



Job title	<i>Digital Marketing Specialist</i>
Reports to	<i>Public Relations and Marketing Manager</i>
Department	<i>70-000</i>
Grade	<i>Grade 1-E</i>

Job summary

Discovery Lab seeks an energetic and organized professional to serve as Digital Marketing Specialist. This full-time position reports to the Public Relations and Marketing Manager. The Digital Marketing Specialist is an integral member of member of the marketing and fundraising efforts with specific responsibility for creating social media, website, and email marketing creative assets throughout the company. Strong communication skills and a pleasant, positive rapport are necessary to communicate with donors, board members, and all internal departments.

Duties and responsibilities

Primary functions:

- Lead the strategic development and execution of Discovery Lab's SEO strategy and online social presence to regularly communicate with donors, members, guests, and the general public.
- Produce social media and website content, copywriting, and graphic designs including photography and video to social media platforms, website, advertisements, newsletters, emails, reports, and other strategic communications
- Oversee and respond appropriately to communications from Discovery Lab's guests through email and social media
- Assist with coordination of the marketing calendar by organizing regular social media posts, group email correspondence, and website updates
- Create social media campaigns across multiple platforms to support museum initiatives and increase brand awareness through an online presence
- Promote digital marketing by creating landing pages, pitching articles to blogs, and setting up Google AdWords campaigns
- Manage and edit Discovery Lab's photo and video content in adherence with brand standards
- Create reports to analyze the museum's digital marketing initiatives and inform future campaigns
- Serve as museum liaison for external and partner organizations requesting Discovery Lab collateral materials including but not limited to logo use, images/videos and copy ensuring appropriate usage of brand materials
- Assumes other tasks and responsibilities as assigned by the Public Relations and Marketing Manager or the Director of Organizational Development.

Qualification requirements

Knowledge and skills:

- Highly motivated with the ability to exercise initiative and good judgment, ability to deal with rapidly changing priorities, possess excellent problem-solving, organization,

administrative, and interpersonal skills.

- Ability to effectively manage and track multiple projects simultaneously, work well under pressure with a high degree of accuracy, and meet stringent deadlines.
- Computer literacy with demonstrated competence in word processing, spreadsheet applications, photo editing and design software, popular social media platforms, and website management systems.
- Excellent communication skills, both oral and written, and ability to maintain confidentiality.
- Thorough knowledge of business English and math, office/accounting/budgeting principles, procedures and standards.

Education and work experience:

- Minimum 2 years digital marketing experience or equivalent.

Preferences:

- Bachelor's Degree preferred or equivalent combination of education and experience.

Working conditions

This job is a regular, full-time, exempt, salaried position. The typical work schedule for this job is Monday-Friday between 9 am – 5:30 pm. Occasional after hours may be required. Shared office environment.

Physical requirements

55% Sitting, 35% Standing, 10% Lifting/Carrying/Pushing/Pulling no more than 10-50 lbs.

Additional requirements

- Valid driver's license
- Pre-employment and/or pre-duty checks, such as criminal background check, alcohol and drug test, and reference checks

Direct reports

None

Approved by:	
Date approved:	

Revised:	
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This position description is representative of the major position requirements and is not intended to be all inclusive.

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