



Position, Department Social Media Coordinator, External Relations
Direct Supervisor Marketing and Communications Manager
Status/Schedule Part time/20 hours/week, flexible schedule

POSITION SUMMARY

The Social Media Coordinator provides critical support to the marketing, public relations, and external communications efforts of the Museum, Opal School, and Museum Center for Learning. With a keen eye toward brand integrity and consistent voice, the Coordinator generates content for social media, the Museum's website, and serves as the main source of photography/videography. The Coordinator helps increase attendance, brand awareness, and sales through social media, photography/videography, and project management.

RESPONSIBILITIES AND DUTIES

Expand the Museum's social media influence (60%)

- Produce written and photographic/video content for Museum Facebook, Instagram, Twitter, and Snapchat
- Generate relationships with social media influencers to attract new audiences
- Recommend campaigns for greater reach and more user-generated content through social media
- Ensure successful utilization of analytics systems and reporting

Provide support to marketing and public relations communications (40%)

- Produce written and photographic/video content for the Museum's website
- Assist with daily website maintenance
- Manage image and asset library, including categorizing and keywords
- Develop simple signage and print collateral as assigned
- Help with projects in support of Museum marketing, communications, and sales initiatives
- Work with Museum staff and/or other Museum volunteers under the direction of the supervisors

QUALIFICATIONS

Skills:

- Degree in marketing, communications, public relations, photography or related field, or any combination of related experience and training
- Experience in overall planning and management of multiple projects
- Knowledge of Drupal and HootSuite preferred
- Strong communication and interpersonal skills
- Advanced skills in Adobe Creative Suite 5 preferred

Competencies:

- Committed to representing Museum in professional and positive manner
- Positive attitude, enthusiastic, and open to feedback

WORKING CONDITIONS

- Able to sit/stand at a desk for periods of time
- Regular and reliable attendance required
- Background check required
- Some evenings or weekends may be required

APPLICATION PROCESS

To apply, please submit your resume and cover letter, **including links or attachments of 1-2 work samples,** to resumes@portlandcm.org with Social Media Coordinator in the subject line. Position open until filled. No phone calls please.

BENEFITS

Part time (20+ hour) employees qualify for:

- Retirement (403b) contribution match of 3%
 - Discounted TriMet annual pass - \$24 per month
 - Free Portland Children’s Museum membership
 - Pass for free admission to many other area museums and attractions
 - Clay studio access and discounts
 - Onsite café discount
 - Free parking
 - Fun staff meetings and parties!
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MISSION OF PORTLAND CHILDREN’S MUSEUM

We collaborate to create transformative learning experiences through the arts and sciences.

ORGANIZATION OVERVIEW

Portland Children’s Museum consists of three aligned entities: (1) the Museum, where exhibits and programs serve the public both on- and off-site, (2) Opal School, a tuition-based preschool and K-5 public charter school, and (3) the Museum Center for Learning, which documents and disseminates fresh approaches to education and provides professional development for educators. In this description, Museum, School, and Center refer to the specific entity, while Portland Children’s Museum (or, “the organization”) refers to the whole.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

In the Portland metro area, 47% of students are children of color. At Portland Children's Museum, we strive to have our guest and school families reflect that diversity, and for our staff and board to be equally diverse. We are committed to eliminating barriers to access and equity and see a diverse workforce as a key step toward this goal. We actively seek to recruit, hire, promote, and retain a diverse workforce—one that welcomes and engages people from every background. We value our staff members, volunteers, and board members and their individual backgrounds, which further our ability to serve and learn from the diverse families that enrich our community. We invite you to join us on our journey.