



COMMUNICATIONS & DIGITAL MEDIA MANAGER

STRATEGIC JOB DESCRIPTION

Every employee at the Louisiana Children's Museum has the same Strategic Job Description. It includes three elements, listed in order of priority.

1. Your first priority – Is to achieve the museum's purpose. In other words, you in particular are responsible for everything.
2. Your second priority – Is to help others achieve the museum's purpose.
3. Your third priority – Is to carry out your job function.

Position Summary

The Communications and Digital Media Manager is responsible for planning and implementing strategic marketing, communications and digital media initiatives to drive awareness and ultimately attendance and revenue according to the Museum's strategic plan. This position performs duties related to brand management, social media, advertising, and effective communication to target audiences through the LCM website, electronic communications, printed materials, etc.

Key Relationships

Reports to: Marketing and Sales Director

Supervises: Intern(s)

Coordinates with: CEO, COO, Chief Learning Officer, Development Director, Museum Experience Manager, Business Manager, Special Events Manager, , Museum Store Manager

Interacts with: Museum members and visitors, educators, media, vendors (printing, advertising, agencies), museum partners, sponsors and prospective users

Minimum Qualifications and Characteristics

- College degree, preferably in communications, public relations or related degree
- 2 - 3 years of full-time work experience in communications/ digital media
- Excellent written and oral communication skills with the ability to clearly tell our story
- Strong public relations and interpersonal skills
- Knowledge of local, regional, and national media
- Administrative skills for budget planning, tracking and management
- Knowledge of Microsoft Office products, WordPress, Constant Contact
- Working knowledge of Adobe InDesign and Photoshop
- Data driven decision-making analysis skills
- Creative, strategic, big picture and resourceful thinker
- Steward of relationships (media, staff)
- Strong time management



Key Responsibilities and Associated Qualifications

- Primary responsibility of bi-monthly newsletter publication, advancing annual strategy and goals for the 6 issues each year
 - a. Qualifications include experience laying out and producing newsletters including obtaining and editing content, gathering photos and laying out structure of the newsletter with assistant from a graphic designer
- Creation of all museum collateral materials, working in conjunction with key staff members and adhering to brand guidelines
 - a. Qualifications include experience using Adobe InDesign and Photoshop; a creative and open-minded thinker and producer; excellent writing skills
 - b. Qualifications include managing and monitoring a company brand including use of the logo (collateral, signs, external communications, etc.) and adhering to brand guidelines and enforcing those guidelines
- Daily and weekly updates of LCM website, highlighting earned revenue opportunities and building brand through issue-related story-telling
 - a. Qualifications include experience updating a web platform and working with web development companies; experience managing daily updates to a website to keep the information current and enticing
 - b. Qualifications includes excellent attention to detail and strong organization skills
- Primary manager of all social media activity, advancing communications strategy, reaching targeted audiences, adhering to LCM brand guidelines
 - a. Qualifications include experience managing various social media platforms; planning and executing monthly social media calendars and producing dynamic content and copy to post
 - b. Qualifications include excellent writing skills
- Data-driven tracking and analysis of digital activity, with goal and plan of continual improvements and measurable gains
 - a. Qualifications include experience providing quarterly website and social media performance reports based on consistent performance data collection and management
 - b. Qualifications include being goal oriented and data driven; taking data, analyzing it and using it to make strategic decisions on communications
- Serve as Museum media buyer producing and placing paid advertising
 - a. Qualifications include experience strategically using media dollars
- Assists the Marketing and Sales Director with media relations and publicity. Prepares, disseminates and monitors the distribution of information about the Museum locally, regionally and nationally. Responds to requests for information from media and the public. Solicits media for sponsorships, develops proposals, negotiates terms of media sponsorships, etc.



- a. Qualifications include experience working with the media and the public while demonstrating excellent verbal and written communication

Tools

- Media Lists
- Editorial Calendars
- Media Buy Worksheets/Advertising Tear Sheets
- LCM Marketing Calendar (Outlook/Shared Calendar)
- Social Media Content Worksheet
- Budget (Marketing/Advertising/Communications)
- Educational Program Calendar, Development/Special Events Calendars, City Park Calendars

Time Allocation

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|----------------------------------------------|------|
| • Administrative Functions | 15% |
| • Meetings | 10% |
| • Implementation of Communications Work Plan | 55% |
| • Budget / Finance | > 5% |
| • Problem Solving / Customer Service | 10% |