



Museum of the City of New York
Social Media Manager

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. The Museum is riding an exciting wave of success and is in the midst of a revitalization of its mission and operations, which centers on the renovation and expansion of its historic building, the advancement of the stewardship of its collections, and new and ambitious exhibitions, publications, and public and school programs.

The Museum seeks a Social Media Manager to join the Marketing team. The ideal candidate should have deep experience in social media and be passionate about arts, culture, history, and current events. He or she will bring great energy, enthusiasm, and creativity to a world-class institution that “owns” the New York City brand. This candidate is dynamic in the way he or she thinks about and engages audiences, as well as storytelling. He or she will have experience working in a cultural institution, digital, or public relations firm, and a proven track record of building and engaging audiences.

Roles and Responsibilities:

- Develop overall social media strategy to drive engagement and increase followers for the institution
- Develop channel-specific, timely content and campaigns to support editorial calendar for Instagram, Facebook, Twitter, YouTube, Snapchat, and Tumblr, appropriately maintaining the brand voice across platforms to engage followers
- Collaborate with curatorial, public programs, education, group tours, and family programs stakeholders to develop compelling content to support attendance and drive engagement
- Pitch creative concepts for organization-wide social media initiatives, influencer outreach, and campaigns
- Stay on top of emerging social channels; analyze and formally present opportunities for growth
- Report actionable insights and KPIs on a regular basis
- Monitor and report trends in social media, competitor, and channel topics
- Run cross-platform social advertising campaigns

About You:

- A self-starter who is excited to uncover new tools, opportunities, and behaviors to drive our thinking forward
- Excellent writing, editing, communication, and presentation skills
- 4+ years’ experience managing social media channels for a brand or nonprofit; integrated marketing experience a plus
- A team player, with a great attitude
- Strong knowledge of social media channels and tools and digital marketing
- Above average knowledge and experience using programs such as Excel, InDesign, Mail Chimp, PowerPoint, Word, and Wordpress
- Detail oriented with great organization skills
- Ability to meet deadlines, think on your feet, and multi-task
- Bachelor’s degree in marketing, business, communications or related field

Please send resume with cover letter and salary requirements to the Museum of the City of New York, Attention: Human Resources Department, 1220 Fifth Avenue, New York, New York 10029 or email to jobs@mcny.org. To be considered, please include *Job Title* within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. We encourage applications from all individuals regardless of age, gender identification, race, ethnicity, marital status, disability, religion, or sexual orientation, and evaluate all candidates based on merit.