

Mildred Lane Kemper Art Museum

Graduate Student Social Media Coordinator

The Graduate Student Social Media Coordinator at the Mildred Lane Kemper Art Museum is responsible for planning, creating, and scheduling social media posts, monitoring the Museum's online presence, and collecting data for analysis. Reporting to the Manager of Marketing, Communications & Visitor Services, this public-facing position collaborates with colleagues across the Museum to develop and share content that increases awareness of, generates interest in, and encourages engagement with Museum activities for a broad range of audiences.

Core Responsibilities

- Assist in the development of social media plans and strategy through research, benchmarking, and audience identification. Leverage knowledge of social media platforms, current trends, and best practices to develop a strong online presence for the Museum.
- Maintain the Museum's social media calendar, gathering all forms of content needed and posting in a timely manner.
- Actively seek and propose interesting stories for the Museum's social media channels on Instagram, Twitter, Facebook, and YouTube, translating complex ideas into compelling short-form stories aimed at a wide audience.
- Capture photo and video content as needed, including of interviews, artworks, and in-person on-site tours and programs. Work with the Undergraduate Student Marketing & Graphic Design Assistant to ensure compelling visual components for social media posts.
- Follow Style Guide to maintain the Museum's distinctive voice and consistent style. Uphold the Museum's editorial standards and high level of accuracy and attention to detail.
- In collaboration with the Manager of Marketing, Communications & Visitor Services, manage the Museum's overall online presence, including:
 - monitor and manage issues that arise on social media in a timely and professional manner
 - respond to messages and comments
 - monitor reviews on such sites as Google, Yelp, TripAdvisor, and Facebook, and keep the Museum's online presence up-to-date and accurate
 - update the Museum website as needed

- Measure and report on the impact of social media campaigns, capturing both analytical data and visitor feedback.

Qualifications

- Excellent writing, proofreading, and verbal communications skills
- Fluent in social media best practices; open to learning new platforms and applications
- Ability to use visual, digital storytelling to create unique and engaging content
- Personable team player and self-starter, able to receive feedback and make changes
- Professional integrity and ability to handle sensitive issues with discretion
- Creative problem-solver able to work nimbly and complete projects on deadline
- Knowledge of or interest in art and working at an art museum
- Basic knowledge of Adobe Creative Suite and experience in website content management systems are preferred.
- Related work experience in public relations, marketing, communications, and social media is preferred.

Equipment & Logistics

The Graduate Student Social Media Coordinator will have the use of the Museum's iPhone 11 Pro (and related equipment) for creating photo and video content as well as posting to social media. For the foreseeable future, this position will primarily work from home, meeting with colleagues over Zoom, and will need the use of a personal computer with good wi-fi and sufficient disk space for storing large files.

The position is open to all graduate students at Washington University in St. Louis. Students in the Association of Black Students, Asian American Association, Association of Latin American Students, PRIDE, and multicultural student groups, as well as Enterprise, TRiO, Rodriguez, and Ervin scholar groups are strongly encouraged to apply.

Preferred start date: July 12, 2021. The position is 10–15 hours a week during regular office hours (Monday–Friday, 9:00 am–5:00 pm), with possible evening or weekend hours when onsite programming returns.

Applicants should submit a resume and cover letter explaining their interest in the position to ida.mccall@wustl.edu. Work samples may be required at a later date. Salary: \$13/hour.