



Job Posting: Public Engagement Specialist – Social Media

Position: Public Engagement Specialist – Social Media

Reports: Vice President of Marketing and Guest Services

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting, and understanding the Great War and its enduring impact on the global community. We hold the most comprehensive collection of WWI objects and documents in the world and are the second-oldest public museum dedicated to preserving the objects, history, and experiences of the Great War.

Position Summary: Under the guidance of the Vice President of Marketing and Guest Services, the Public Engagement Specialist plans and produces engaging content for public consumption on the Museum and Memorial's social media platforms. Working across departments, the incumbent will produce a diverse variety of content, including educational, exhibition promotions, programming and event announcements, historical material and more. They will use a variety of tactics including written word, graphics, video, interviews, "behind-the-scenes" and more to effectively communicate and present the Museum's mission, while developing ideas and opportunities contributing to the long-term success and stability of the organization.

The incumbent is expected to embrace the National WWI Museum and Memorial's stated mission and core values and demonstrate support for them through professional interactions and performance of job duties.

This position's work hours are Monday through Friday, 8:30 am to 5:00 pm with periodic modifications for special Museum events. This is a full-time, salaried, exempt position.

Responsibilities: *The following responsibilities describe the general nature of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory.*

- Manages Museum social media channels, engaging existing supporters and cultivating new relationships with potential stakeholders.
- Using latest trends and best practices, develop annual social media calendar.
- Serve as a public face of the Museum and Memorial on video, sharing content, interviewing staff and/or experts and offer behind-the-scenes content through short videos.
- Oversees The Modernists social media channels, working collaboratively with the Mod Council Communications Team.
- Collaborates across departments to source education content for public consumption.
- Oversees and maintains consistent voice and brand across platforms.
- Assists in content creation for digital use beyond social media, including website, email, and more, while working collaboratively with the marketing team and across departments.
- Responsible for monthly monitoring of analytics and goal setting.
- Attends public programs and special events, determining schedule in partnership with the Vice President of Marketing and Guest Services, and shares live content (videos, quotes, pictures, etc).



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- Perform other duties as assigned.
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Education and Experience:

- Bachelor's degree in marketing, journalism or similar.
- Minimum two years of professional-level experience in social media management, preferably in tourism, museum, non-profit or related field.
- Interest in history, WWI, museums and education strongly preferred.
- Proficient skills, knowledge and experience with social media platforms, specifically Facebook, Instagram and Twitter.
- Strong written communication skills with the ability to adapt for different audiences.
- Excellent verbal communication and experience with public speaking and engagement.
- Proven ability to deliver consistently high-quality work under tight deadlines.
- Able to successfully manage multiple projects at one time and to set priorities and adapt as priorities shift.
- Excellent organization and collaboration skills.
- Creative problem-solving skills; critical and creative thinker.
- Detail-oriented and willing to learn and adapt.
- Display excellent judgment, while operating in a flexible and professional manner.

Must show proof of being fully vaccinated for COVID-19, to work safely with staff, volunteers, and guests in the Museum and Memorial. Applicants who become fully vaccinated by their start date will also be welcome.

Work Environment: *This job operates in a professional retail environment. This role routinely uses standard office equipment and point of sale equipment.*

Physical Demands: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position is moderately active one that requires standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing or balancing many times throughout the day. The employee must frequently lift and/or move up to 35/40 pounds or assist in moving items 50 pounds or more.*

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills or working conditions.

The National WWI Museum and Memorial is an equal opportunity employer.

The National WWI Museum and Memorial is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. The Museum and Memorial strictly



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prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy), gender (including gender nonconformity and status as a transgender or transsexual individual), age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, sexual orientation, familial status, marital status, or any other characteristic protected under applicable federal, state, or local law. All Museum and Memorial employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment. The Museum and Memorial complies with the Americans with Disabilities Act (ADA), as amended by the ADA Amendments Act, the Missouri Human Rights Act (MHRA), and all applicable state and local laws. Consistent with those requirements, the Museum and Memorial will reasonably accommodate qualified individuals with a disability if such accommodation would allow the individual to perform the essential functions of the job, unless doing so would create an undue hardship. If you believe you need an accommodation, refer any such request to the Human Resources department. The Museum and Memorial also will, where appropriate, provide reasonable accommodations for an employee's religious beliefs or practices.

Salary and Benefits: The National WWI Museum and Memorial offers a competitive salary.

Application Instructions and/or Questions:

Please send your resume, salary requirements and cover letter to:

Human Resources

National WWI Museum and Memorial

2 Memorial Drive

Kansas City, MO 64108

Email: human-resources@theworldwar.org

NO PHONE CALLS PLEASE.

Review of applications begins immediately and continues until the position is filled. By submitting your application, you authorize us to conduct reference checks and a review of available public information.

Employment is contingent upon background and reference checks that the Museum and Memorial determines is acceptable.