



AMERICA'S CAR MUSEUM®

LEMAY-AMERICA'S CAR MUSEUM is currently seeking candidates for the following position:

DIGITAL MARKETING COMMUNICATIONS COORDINATOR

REFERENCE JOB#: **W2500**

OPEN: **11/13/12**

CLOSES: **When Filled**

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|-----------------|--|----------------|-------------------------|
| EFFECTIVE DATE: | <u>November 13, 2012</u> | DEPARTMENT: | <u>Marketing</u> |
| FLSA CLASS: | <u>Administrative Exempt</u> | DRIVING CLASS: | <u>Required</u> |
| FTE STATUS: | <u>1.0 (Full-time)</u> | | |
| REPORTS TO: | <u>Chief Marketing & Communications Officer</u> | | |
| SUPERVISES: | <u>NA</u> | | |

GENERAL SUMMARY:

The Digital Marketing Communications Coordinator guides, coordinates, and creates the development and implementation of digital communications for Lemay – America's Car Museum. Responsibilities include: Engaging key audiences through comprehensive integration of digital content through web, social, exhibitory, and signature events; Serving as an internal subject matter expert regarding emerging trends and best practices in digital communications; Developing digital pathways through existing communication channels to enhance audience understanding of the museum's offerings; Driving museum initiatives through digital media management; Working closely with other internal communicators to champion an effective mix of traditional and emerging communication tactics; Coordinating all digital media activities in alignment with organizational objectives and goals; Tracking social media trends and designing a fully-integrated digital marketing strategy that incorporates public relations and marketing; Developing, positioning, and editing web content; Researching and implementing new social media tools; Managing social media accounts, including content and design; Designing, developing and distributing monthly e-newsletters; and, Providing interdepartmental support regarding website and social media marketing and communication.

This position requires the ability to utilize discretion to make decisions in support of the organization's objectives and departmental goals and the ability to work independently under minimal supervision and general instructions to fulfill the responsibilities described herein.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required.

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

QUALIFICATIONS:

The incumbent for this position must be at least 21 years of age and possess: A valid Driver License; A Bachelor's Degree in Digital Media, Marketing, Communications, Public Relations, Journalism or closely related field; A minimum of two years' professional experience in web design, social media marketing, advertising, public relations, project management, or graphic design; An understanding and ability to navigate the creative process associated in developing marketing materials on multiple web and social media platforms; A proficiency in the use of Word, Excel, PowerPoint and InDesign; A specialized knowledge of social and digital media programs, trends, web site management, web analytics and Adobe Software Programs (InDesign, Photoshop, Illustrator); Additionally, the incumbent must be a team player able to work independently and collaboratively among an interdepartmental collaborative environment.

Additionally, the incumbent must possess:

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A valid driver license and the ability to drive a personal vehicle for business purposes;
3. Demonstrated teamwork skills;
4. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
5. The skill and ability to carry out instructions and team/department initiatives with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
6. A track record of providing high levels of customer service;
7. Strong organizational skills and a high level of attention to detail;
8. A proven ability to multi task and prioritize competing tasks while meeting deadlines;
9. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
10. The able to critically analyze and resolve quantitative, logistical and spatial problems;
11. Intermediate knowledge, skills, and ability in M.S. Word, Excel, and Outlook;
12. The ability to lift and carry up to 50lbs. periodically;
13. The ability to understand and effectively communicate in the English language, verbal and in written and form;
14. The ability to use basic office machinery, e.g., printer, telephone, stapler, etc, frequently bend, kneel, twist, manipulate objects with fingers, hold, grasp, stand for long periods of time, read and interpret instructions, and communicate clearly both verbally and in written form.

APPLICATION INSTRUCTIONS:

To apply for this position, include all of the following:

1. Cover letter (include specific Reference Job # **W2500**)
2. Resume (**include salary history**)
3. Professional references (**minimum of three**)

Email all application materials to HR@LeMayMuseum.org

Or

Mail to: P.O. Box 1117, Tacoma, WA 98401 or fax to 253-779-8499.

LEMAY-AMERICA'S CAR MUSEUM is and equal opportunity employer.