

## Glazer Children's Museum

### JOB DESCRIPTION

Social Media Coordinator

\$17 - \$20

#### **Position Summary**

Glazer Children's Museum is seeking a creative, proactive, and organized Social Media Coordinator to take full ownership of the museum's social media presence and digital content execution. This entry-level position is ideal for a digital storyteller who thrives on creating compelling content that drives both online engagement and real-world outcomes—such as increased museum attendance, program registrations, and community visibility.

This role leads social media content creation and scheduling, manages regular email marketing campaigns using pre-designed assets, and ensures consistent, up-to-date content across the museum's website and third-party platforms. The ideal candidate is an energetic communicator, digital trend-watcher, and self-starter with strong organizational skills and attention to detail.

This is a full time, non-exempt, Tuesday–Saturday position reporting to the Chief Marketing Officer or their designee. This position offers one remote workday per week and the opportunity to regularly capture content from on-site programs and events.

#### **Essential Functions**

##### *Social Media Content Creation & Management*

- Own the social media content calendar—strategize, plan, create, schedule, and post engaging content across all GCM channels (Instagram, Facebook, TikTok, LinkedIn).
- Proactively generate ideas that align with organizational priorities and cultural moments, with the goal of growing followers and converting digital engagement into attendance and sales.
- Attend programs and internal meetings to identify storytelling opportunities and capture video, photos, and quotes.
- Write creative, concise, and brand-aligned copy for all posts.
- Monitor engagement and trends; adapt strategies to stay current and effective.
- Submit calendars and performance recaps to the Marketing & Communications Manager and CMO.

##### *Email Marketing Execution*

- Build and schedule email campaigns in FloDesk using graphics provided by the museum's designer.
- Manage and maintain audience lists and subscriber segments.

- Send the following recurring campaigns:
  - Weekly “What’s New” newsletter
  - Monthly Autism-Affirming newsletter
  - Occasional special emails (e.g., fundraising appeals, gala invitations, holiday hours)
- Ensure timely, accurate, and on-brand messaging in all email communications.

#### *Website & External Listings Management*

- Update content on the museum’s WordPress website including programs, events, exhibits, hours, and ticketing links.
- Manage and update museum profiles on platforms such as Yelp, Apple Maps, and Google Business.
- Submit and maintain events on community calendars and tourism or partner platforms, such as Visit Tampa Bay and the TampaWell app.

#### *Internal Communication & Coordination*

- Maintain strong communication with internal teams to stay informed on upcoming initiatives.
- Develop and manage simple systems (like a shared calendar or intake form) to gather content from other departments.
- Attend internal planning meetings to align social content with museum priorities.

#### *Performance Reporting*

- Track social media and email metrics to measure engagement and ROI.
- Share monthly analytics and actionable recommendations to refine content and strategy.

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### **Work Schedule**

- Tuesday–Saturday to support weekend programs and capture content.
- One remote workday per week, flexible with approval based on operational needs.

### **Education & Experience**

- Bachelor's degree or equivalent experience in Communications, Marketing, Digital Media, or a related field.
- 1–2 years of relevant experience managing social media or email marketing for a brand, organization, or personal platform with growth results.
- Experience with FloDesk or similar email marketing tools is preferred.
- Familiarity with WordPress, social media analytics tools, and scheduling platforms is a plus.
- Bilingual (English/Spanish) is preferred.

### **Skills & Qualifications**

- Excellent writing, editing, and communication skills, with a keen eye for detail and tone.
- Self-motivated content creator with a strong understanding of visual storytelling (video, reels, photos).
- Confident juggling multiple tasks and deadlines in a fast-paced, collaborative environment.
- Strong organizational skills with ability to manage lists, schedules, and content calendars.
- Bilingual (English/Spanish) is a plus, but not required.
- Must have reliable transportation for on-site work.

### **Physical and Mental Requirements**

- Ability to deliver joyful and energetic engagement with the public
- Ability to function well in a high-paced and at times stressful environment
- Prolonged periods of sitting at a desk and working on a computer.
- Moves equipment weighing up to 15 to 50 pounds at times
- Ability to move self in different positions to accomplish tasks in various environments including tight and confined spaces.
- Must be able to complete tasks in a noisy environment
- Employee subject to inside and occasional outside environmental conditions. Protection from weather conditions but not necessarily from temperature changes when inside or outside.

### **Values of GCM**

- Collaboration
  - Strong “we are better together” mentality that makes for a great teammate.

- Trustworthy individual who takes the responsibility of representing the department, the museum, and its ideas at all times. Puts the museum first in all work related decisions and situations.
- Play and Experimentation
  - Ignite a shared passion for the power of play by engaging children, families, and the entire community
  - Committed to lifelong learning
  - Understands that the role they play is to serve as an ambassador for play and the Glazer Children's Museum and conducts themselves in a manner that is both fun and professional.
- Equity and Inclusion
  - Advocate for equity, inclusion, accessibility, and diversity - treats all people with respect and dignity.
  - Identify and remove barriers, so every child and family has access to powerful play and feels welcome