



## **Content & Marketing Manager**

Part Time, 14 hours per week, \$18-\$20/hour

AIM is seeking an entrepreneurial Content & Marketing Manager to think both creatively and analytically in this new position. Content & Marketing Manager duties include producing and publishing content and writing, editing and proofreading, and formulating content strategies. Content & Marketing Manager should be comfortable finding creative ways of building an online presence, as well as using analytics in the formulation of a content strategy. Content includes, but is not limited to, defined as videos, social media, multimedia articles, blog posts, press releases, and images that aid in fostering engagement online. All work for this position will be executed with the goal of building lasting relationships with new and repeat visitors to our Museum. Responsibilities include:

### ***Engage: Audiences & Partnerships***

- Manage all social media channels with clear and authentic voice. Act as face of the museum on all social media channels. Create and post new and engaging content, including promotion of events and programs. Current social media platforms include Facebook, Twitter, Instagram and YouTube.
- With material from team members, edit and post all video content to Museum's YouTube channel
- Write, edit and proofread all content across all museum platforms including social media and email
- Formulate a cross-platform content and communications strategy
- Provide editorial, creative and technical support to team members
- Track web analytics to ascertain content engagement levels
- Manage all email communications with constituency
- Assist with content for press releases to media
- Be point of contact for all media inquiries
- Film and/or stream live programs and events
- With Development Manager, assist with donor communications
- Manage freelance graphic designer
- In conjunction with team members, coordinate all marketing of programs and tours including social media, website updates, and online calendars.
- Support Webmaster in providing and updating content for website and learning management system (LMS)

### ***Inspire: Engagement at the museum***

- Collaborate with museum staff to best promote museum programs and resources
- In conjunction with Education Manager and Collections Manager/Curator, create a welcoming, inclusive, educational and seamless visitor experience for all who engage with the museum
- Assist with museum operations, as needed

Candidates should have a bachelor's degree in communications, journalism, English or related field, have excellent written and verbal communication skills, highly computer literate with knowledge of video editing software, proficiency with popular content management systems, experience with social media management, creativity and the ability to develop original content that provokes engagement. Familiarity with LearnDash LMS, WordPress and/or HTML preferred. The successful candidate will be detail oriented, a self-starter, enjoy working on a team, and be able to work remotely or on site. This position is 14 hours (2-3 days) per week year-round with the potential for additional hours. Schedule to be decided between candidate and Executive Director, and is based out of the Ladd-Gilman House in Exeter, NH. Due to COVID-19, staff are working remotely. We are an equal opportunity employer.

**To Apply:**

Please submit a resume, cover letter and writing sample to [director@independencemuseum.org](mailto:director@independencemuseum.org) by October 15. No phone calls please.

**The American Independence Museum**

Opened to the public in 1991, the American Independence Museum includes the 1721 Ladd-Gilman House, a National Landmark property, and the Folsom Tavern, built in 1775. The museum chronicles the pivotal role of the Town of Exeter and the Ladd and Gilman families in the nation's founding, as well as the origins of the NH Society of the Cincinnati. The museum's permanent collection of documents includes an original Dunlap Broadside of the Declaration of Independence and early drafts of the U.S. Constitution.