

Digital Communications and Educational Outreach Associate

Shaker Museum is seeking a permanent, full-time **Digital Communications and Educational Outreach Associate** who will support senior staff in the execution of Shaker Museum's communications and public programs initiatives. The Communications and Outreach Associate will also serve as a "connector," liaising with other organizations and the public to help ensure the success of the museum's public programming and exhibitions. This individual will work closely with other staff to fulfill the objectives of the museum's strategic plan during an exciting phase of organizational development.

This opportunity is best suited for individuals with direct experience working in the digital realm, and who are tech-savvy, and stay abreast of the latest tech trends, able to work on multiple projects at once, and skilled in verbal, written, and visual communication. The ideal candidate also has an entrepreneurial spirit to learn new skills in a collegial and supportive environment.

Prior experience with social media marketing is a must – with graphic design and events management experience highly preferred. Candidates should have a commitment to the Shaker values of inclusion, integrity, entrepreneurship, and innovation, and should be passionate about preserving and celebrating cultural history. This position reports to the Senior Communications Manager.

Communication Responsibilities:

- Own all social media strategy and content across Shaker Museum's Instagram, Facebook, and other platforms in the forms of stories, videos, reels, and posts; monitor and optimize for consistent engagement and customer service / community outreach; suggest opportunities for paid placement and advertising
- Support public programs and other outreach by creating necessary supplemental exhibition content and collateral materials like didactics and promotional materials such as flyers, posters, and graphics
- Handle postering and flyering in our extended community, including liaising/interacting with community members and local businesses as well as point persons
- Create event listings on Facebook, Eventbrite, and free community calendars online and in local papers

Educational Outreach Responsibilities:

- Organize public programs for each exhibition cycle, with responsibilities including event coordination and logistics, organizing and tracking invitations, inviting and managing participants (which may involve coordinating flights, hotels, and honoraria), and liaising with vendors, management, and building staff
- Work directly with artists and external curators to achieve agreed-upon project goals, ensuring that Shaker Museum's external partners are supported in their work to achieve their creative vision in support of the museum's mission
- Oversee private tours and after-hour events
- Oversee public and private opening festivities for each exhibition cycle

- Coordinate with building staff regarding event-related vendors, COIs, load in/load out schedules, after-hours commitments
- Undertake occasional special projects as assigned by senior staff

Qualifications:

- Social media fluency is required; experience with digital advertising and paid promotion is desirable
- Prior programming/event experience is desirable
- Strong computer skills and aptitude, including working knowledge of Microsoft 365 Office Suite and intermediate to advanced skills in Canva and Adobe Creative Suite preferred; MailChimp, Eventbrite, Shopify, and Wordpress knowledge a plus
- Ability to work both on a team and on your own; asking questions and clarifications as needed
- Excellent communication skills, both written and verbal, including proofreading
- Demonstrated success independently managing projects with complex deadlines and priorities
- Bachelor's degree preferred but not required
- Prior experience working in a museum, cultural institution, or nonprofit arts a plus
- Minimum of two years of professional experience in a similar capacity (internships included)

Hours and Benefits

This is a permanent, full-time position (40 hours/week) offering a competitive salary commensurate with qualifications, experience, and skills. The salary range for this role is \$45,000 - \$50,000 per year. Additionally, the position includes a comprehensive benefits package: vacation, holiday, personal, and sick leave, health insurance, and a 401(k) program. Candidates must have a driver's license and access to a personal vehicle in order to complete various work tasks, including traveling to multiple campuses, setting up off-site events, and other tasks as deemed necessary. This position will work both in-person at the Chatham, NY, office and remotely when appropriate for the required tasks.

Please note: Evening and/or weekend work will occasionally be required, with flexible scheduling available as compensation.

If this role appeals to you, we encourage you to apply, even if you don't feel that you meet all of the requirements and skills outlined above. We're eager to meet people that believe in Shaker Museum's mission and can contribute to our team in a variety of ways.

Please send a resume, along with a detailed cover letter explaining your interest in the position, to Lisa Malone Jackson at lmjackson@shakermuseum.us. Use "Digital Communications and Educational

Outreach Associate: [Your name]" in the subject line. Applications without a cover letter will not be considered.

It is the policy of Shaker Museum to provide for equal employment opportunity in and conditions of employment without discrimination based on age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, genetic predisposition, or carrier status.