



## **(Part-time) SOCIAL MEDIA COORDINATOR**

WOW! Children's Museum seeks a dynamic individual to coordinate our social media presence, a key aspect of our marketing efforts. WOW! is an equal opportunity, non-profit 501(c)(3) organization that offers employees a creative and collaborative working environment with work-from-home and other flexible options. Our mission is to inspire every child's learning and curiosity through play. Our hands-on exhibits encourage early science, art, and imaginative play. We offer a wide range of community-based programs as well. The ideal candidate will have broad experience with social platforms, a command of current trends, and share the Museum's belief in the power of joyful childhood experiences.

*To apply, send a resume and cover letter to: [Jobs@wowchildrensmuseum.org](mailto:Jobs@wowchildrensmuseum.org). No phone calls, please.*

**FLSA Status:** Not-Exempt

**Grade/Level:** Experienced

**Work Schedule:** Flexible. Approx. 10 hr/week

**Benefits Eligibility:** not eligible

**Job Status:** Part-time

**Reports to:** Marketing & Communications Manager

**Amount of Travel Required:** Minimal

**Positions Supervised:** none

**Pay Range:** \$20-22/hour

### **POSITION SUMMARY:**

The Social Media Coordinator is responsible for designing and implementing WOW!'s social media strategy. Primary duties include creating and posting content on our social media channels (Instagram, Facebook, LinkedIn, and TikTok), connecting with users, and building an engaged community.

### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

#### **Planning and Content Creation**

- Work with the Marketing Manager to build out a content calendar
- Create/design posts, write descriptions/captions, gather photos and videos from events
- Brainstorm new content ideas
- Ensure all posted content is grammatically correct, on brand and in the Museum voice
- Schedule and post social media content (posts, stories, reels)
- Interact with users – respond to comments and messages, interact with appropriate related accounts

#### **Participate in Interdepartmental Collaboration and Training**

- Attend all staff meetings as required
- Keep up to date on Museum policies, standards, and specific language
- Assist in additional tasks as assigned by supervisor

### **POSITION QUALIFICATIONS:**

- Experience with major social media platforms (Facebook, Instagram, Tiktok, LinkedIn)
- Ability to write brief, engaging posts or captions in established brand voice
- Understanding of social media trends and conventions
- Detail-oriented with the ability to manage multiple tasks and deadlines

- Knowledge of and passion for museums and/or early childhood education preferred
- Spanish-language skills preferred

**EDUCATION AND EXPERIENCE:**

- Experience in building a social audience in both personal and professional settings
- Experience using Canva for visual design

**PHYSICAL DEMANDS:**

- Regularly required to stand, sit, walk; talk, and to hear, understand, and distinguish speech and/or other sounds.
- Regularly required to use hands to finger, handle, grasp, or feel.
- Regularly required to use devices such as a computer, mobile phone, tablet, and be able to read small print.
- Occasionally required to lift up to 20 lbs.

**COVID-19 PROCEDURES:**

- Follow all local, state and federal COVID-19 procedures as defined by state or local ordinances and/or company policy

**WORK ENVIRONMENT:**

- Routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets
- Subject primarily to indoor conditions
- Occasionally subject to a loud and busy environment