

JOB TITLE:	#1246 Digital Marketing & Social Media Specialist
OPEN TO:	This job is open to all applicants.
LOCATION:	History Center, 345 Kellogg Boulevard West, St. Paul, MN 55102-1906
SALARY:	\$3,769.00 monthly minimum
STATUS & HOURS:	Full-time, regular (2,088 annual hours) position.
CLASSIFICATION:	11L Professional
HIRING MANAGER:	Sponsorship & Partnership Marketing Manager
POSTING DATE:	December 17, 2015
DEADLINE DATE:	Application materials must be received by January 12, 2016.
SUPPLEMENTAL FORMS:	Not required for this position.

DESCRIPTION: The Minnesota Historical Society (MNHS) seeks applicants for a Digital Marketing & Social Media Specialist to drive attendance to and awareness of MNHS sites, museums, programs and services by developing and implementing digital marketing, social media and online communications strategies for targeted audiences within the MNHS brand.

RESPONSIBILITIES: 1) develop, implement, coordinate and measure digital communication strategies to promote the depth and breadth of MNHS and its programs and to drive attendance and revenue; 2) develop and implement ongoing social media strategies, serving as MNHS leader and advisor for staff, conveying MNHS brand and voice; 3) lead mass and targeted e-mail communications strategies for MNHS to increase awareness and drive attendance, ensuring brand consistency and messaging; 4) serve as Marketing & Communication department's liaison with Enterprise Technology, web team and CRM team; and 5) develop and manage marketing content on mnhs.org.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, public relations or related field plus five years experience developing and implementing digital marketing strategies or equivalent OR an advanced degree plus three years program experience in an agency, corporate or nonprofit setting or equivalent.
- Knowledge and proven track record in developing and managing effective promotion and communication strategies for diverse audiences through e-mail, online advertising, blogs, podcasts and social media channels including FB, Twitter, YouTube, Flickr, etc.
- Experience coding HTML and CSS to the degree required to modify templates for communications tools like e-newsletters.
- Proficiency in Adobe Photoshop or comparable photo manipulation program.
- Knowledge of online tools used to increase and measure brand awareness, such as SEO, SEM, Google Analytics.
- Knowledge and experience in working with public relations and advertising professionals.
- Strong oral and written communications skills. Strong marketing writing and editing skills.
- Demonstrated ability to handle multiple projects simultaneously while meeting deadlines, communicate effectively, develop and implement creative solutions, analyze results and serve as a collaborative team member and self-starter.
- Demonstrated ability to work successfully with diverse groups of people.
- Demonstrated ability to work on a team and lead others toward a common goal.

DESIRABLE QUALIFICATIONS:

- Functional knowledge of the types of tools Web developers use to produce accessible, rich, multimedia, interactive applications.
- Technical experience with content management systems and frameworks including Tesseract, Drupal and similar technologies.
- Experience with quantitative and qualitative analysis of marketing and communications campaigns.
- Functional knowledge of mobile delivery platforms for marketing.

TO APPLY: Submit *MNHS Application for Employment*, (available at www.mnhs.org/jobs), cover letter, resume, and if applicable, any supplemental forms. Application materials must be complete and received by the application deadline date in order to be considered by one of the methods below:

Attn: [Fill in Job Title] Minnesota Historical Society 345 Kellogg Boulevard West St. Paul, MN 55102-1906	Attn: [Fill in Job Title] Email: humanresources@mnhs.org	Attn: [Fill in Job Title] Fax: 651-297-3343
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Incomplete application materials will be returned. If submitting materials for more than one position, you must provide *MNHS Application for Employment*, cover letter, and resume for each position. Applicants who are offered employment will be subject to passing a background check as a condition of employment. EEO

Applications will be acknowledged - No phone calls please -