



**VACANCY ANNOUNCEMENT**

<b>Position Title</b>	<b>Digital Communications Associate</b>
<b>Employment Status</b>	<b>Full-time exempt position with benefits</b>
<b>Reports To</b>	<b>Director of Marketing &amp; Communications</b>
<b>Regular Schedule</b>	<b>Monday – Friday, 9:00 a.m. to 5:00 p.m.</b>

**POSITION SUMMARY**

Hillwood is seeking a social media enthusiast who is a great writer and willing to partner with one of the premier art collector’s museums in Washington, DC as we expand our on-line presence to engage a global audience. With the goals of building awareness, growing attendance, and attracting global audiences, the Digital Communications Associate will work across Hillwood’s departments to assist in redeveloping and maintaining the museum Web site, strategically expand social media efforts, and leverage digital communications platforms to engage and cultivate relationships with Hillwood’s on-line and on-site audience. With the Director of Marketing and Communications and an interdepartmental team, this person will work on the redevelopment of Hillwood’s Web site by acting as liaison with a Web design firm, coordinating and organizing content, and managing digital assets. This position will be aware of best practices and issues in writing for the Web and social media; Web usability, open-source, and mobile application; search engine optimization; and social media and industry trends.

**RESPONSIBILITIES**

Web Site Management:

- Work with Web site design firm and interdepartmental team on the Web site redevelopment effort, coordinating timelines and budgets and organizing content and digital assets.
- Act as Hillwood Webmaster, ensuring that CMS is serving staff needs and that content updates across staff are maintained and in line with style guide.
- Work with developers/IT staff for technical troubleshooting .
- Use Web site analytic tools to track Web site traffic and global engagement.
- Report measures and performance.

Social Media:

- Expand and implement global social media communications strategy, maximizing engagement on all social media platforms, including, but not limited to, Twitter, Facebook, Flickr, blogs, discussion groups, and wikis; managing and interacting with each social network on a daily basis or as appropriate.
- Bring Hillwood staff into social media engagement strategy, facilitating effective and authentic conversations on blogs and other on-line platforms and, with the human resources department, ensuring adherence to social media policy.

- Work cross-departmentally to develop and implement digital communications strategies to support and promote exhibitions, programs, and membership, including the use of social media, Web site, and email campaigns.
- Monitor and report on social media and all digital communications efforts and set performance measures for effective global engagement and audience-building.
- As part of marketing and communications staff, ensure consistency and alignment with on-going brand, exhibition, and program advertising and marketing outreach, as well as brand reinforcement, throughout all digital communications.
- Continually monitor the social media landscape and related trends through seminars, research, on-line communities, etc.

Email Newsletters:

- Coordinate content creation and publishing of monthly email newsletters and targeted email blasts.

**REQUIRED QUALIFICATIONS**

- This position is open to a wide variety of candidates
- Web and social media experience
- A proven strategic social media user
- Excellent writing skills, an understanding of the use of social networking language that reflects the organizational brand, and the ability to use good judgment
- Knowledge of digital communications measurement practices
- A quick learner with a passion for working with interesting people and comfortable managing multiple tasks

Interested candidates should submit their resume and letter of interest to:

[employment@hillwoodmuseum.org](mailto:employment@hillwoodmuseum.org) (preferred method) or fax to (202) 966-1623. No phone calls please.

Hillwood Estate, Museum & Gardens is an equal opportunity employer.