

# Honolulu Museum of Art

## JOB DESCRIPTION

<b>Job Title:</b>	Digital Media Associate
<b>Department:</b>	Communications
<b>Supervisor:</b>	Director, Communications
<b>Employment Status:</b>	Full-Time
<b>FLSA Status:</b>	Exempt
<b>Work Hours:</b>	Monday-Friday 8:00am – 5:00pm Some evenings and weekends
<b>Issue/Reissue Date</b>	07/20/2017

The Honolulu Museum of Art (HoMA) is an equal opportunity employer committed to recruiting and retaining a diverse, qualified workforce. The Museum strives to maintain a staff that works together to maintain its mission:

*To bring together great art and people to create a more harmonious, adaptable and enjoyable society in Hawai'i.*

Our Vision: To be a world-class institution with great collections of art and leading education programs. We will reflect changes that are happening in Hawaii, Asia and the world.

Conceived as an institution that would make Hawai'i an even better place to live, the Honolulu Museum of Art (HMA) is committed to showcasing the highest quality art from around the world for the benefit of residents and visitors. Art and Education are central to the museum's mission, with 299,000 people visiting each year and 36,900 students participating in school programs both at the museum and throughout the community. The museum's art collection has grown into one of the most extensive in the United States, with a special emphasis on works of art that reflect the diverse communities that call Hawai'i home.

### **Job Summary:**

Spearhead Communications Department marketing initiatives by overseeing the museum's successful social media program, video program, and weekly enewsletter; be the point person for email service Wordfly; and handle public relations for the theater, ARTafterDARK, and Bank of Hawaii Family Sunday. Also serves in support capacity to members of the Communications Department.

### **Minimum Qualifications:**

- BA in Communications, Journalism, English, or related area.
- 2 year's experience in media-related field such as publishing, public relations, advertising, or nonprofit communications.
- Advanced knowledge of social media platforms Facebook, Instagram, Twitter, Tumblr, Snapchat, and Periscope, as well as social-media-supporting apps and programs such as Hootsuite and Snapseed.
- Strong video production and photography skills.
- Must be able to travel to multiple locations with short notice and possess current driver's license.

### **Desired Qualifications:**

- Excellent interpersonal and oral/written communications skills.
- Possess creative flair, versatility, conceptual/visual ability and originality.
- Proven track record of successful, innovative marketing campaigns.

- Demonstrated success developing and implementing effective social media marketing strategies.
- Excellent verbal and written communications skills.
- Excellent time management and organizational skills and ability to multitask and produce accurate materials under deadlines.
- Excellent interpersonal skills and the ability to interact with the Communications, Development, Curatorial, Learning & Engagement, Shop, and Installation teams.
- Personal accountability—embraces his/her own capacity to be answerable for professional decisions and personal actions.
- Resiliency—continues social media, marketing, and publicity duties in the face of difficulty or adversity and can quickly move past unforeseen obstacles without unnecessary delay.
- Teamwork—respects team members and appreciates their individual perspectives, has the ability to effectively deal with conflict, and makes team mission and objectives a priority.
- Knowledge of art and art history, and local art scene.
- Editing and proofreading skills.
- Knowledge of Adobe Photoshop, Premiere, After Effects and Audition.
- Knowledge of CMS and HTML.
- Knowledge of Tessitura.
- Ability and willingness to work evening and weekend hours to cover museum events.
- Working knowledge of Japanese, Korean, and/or Chinese.

**Traits and characteristics:**

The successful Digital Media Associate is a creative and dynamic deadline-oriented team player with an empathetic disposition and ability to work in a team and take direction from the Communications Director, and other stakeholders on publicity and marketing projects. He/she expends considerable energy understanding the communications needs of departments and translates that into social media, marketing, and publicity strategies that successfully communicate the museum's many programs and spurs engagement. The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. Exhibiting a polished presence, diplomacy, discretion and a deep respect and understanding of the museum and its brand. The successful candidate is immersed in the ever-changing social media scene and keeps up to date with the latest platforms, apps, and analytics.

**Essential duties:**

- Oversees the museum's social media program using the platforms Facebook, Instagram, Twitter, Snapchat, Tumblr, and Periscope, as well as other platforms as the social media landscape evolves.
- Develops strategies and campaigns for exhibitions, events, programs, membership drives, and other museum initiatives. Effectively uses social media graphics produced by Junior Graphic Designer.
- Tracks and analyzes data and results for quantitative and qualitative reporting to executive management.
- Provides live social media coverage of events such as ARTafterDARK, Bank of Hawaii Family Sunday, Kama'aina Christmas, and exhibition and film festival openings, as well as daily goings on such as Art School classes, school tours, teacher workshops, etc.
- Devises online contests and sweepstakes with the Development Department.
- Oversees museum marketing strategy, coming up with strategic marketing initiatives and implementing them—such as organizing and manning booths at festivals, getting museum collateral included at large public events, developing cross-promotional opportunities with partners.
- As part of marketing, oversees museum video program, shooting and producing videos to promote museum milestones and events. Videos feed into social media program, Doris

Duke Theatre pre-screening trailers, Shangri La shuttle bus and, occasionally, broadcast television.

- Is museum point person for Wordfly, the third-party online email service that connects with Tessitura. Manages media list, all-staff list, volunteer list, docent list, email templates, and list of authorized users. Configures triggered campaigns for other departments and monitors analytics.
- Is part of museum-wide Tessitura team, which includes occasional attendance at annual Tessitura conference.
- Coordinates weekly enewsletter that goes out every Monday. Assigns and writes stories and writes blog posts. Completes enewsletter template each week with links to original content (blog posts) and web pages. Generates enewsletter mailing list in Tessitura and imports it into Wordfly.
- Helps communications director with public relations duties by handling publicity for the Doris Duke Theatre, Bank of Hawaii Family Sunday, and ARTafterDARK. This entails writing press releases, pitching media outlets, arranging interviews with museum staff and theater performers, and fulfilling image requests.
- Handles photo and film location shoots.
- Fields phone call and email requests to Communications Director, in Communications Director's absence.
- Other relevant duties as assigned.

**Working Conditions and Atmosphere:**

Work is usually performed indoors in an air-conditioned environment, including office, photography studio basement, and storeroom or gallery space. Able to use stairs and elevators, sit for extended periods of time at a computer, walk, kneel, stoop, bend, and occasionally climb a ladder or step stool. Able to reach with arms and lift, push, pull and carry up to 50 pounds. Ability to use hands and fingers to feel and move various kinds of paper, manipulate small objects and use a computer keyboard. Vision requirements are the ability to see close up and at a distance: use a computer, distinguish fine gradations of color, and read small inscriptions. Able to hear conversation in person and on the telephone. This position works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.

\_\_\_\_\_  
Department Approval

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

The statements contained herein describe the scope of the responsibilities and essential functions of this position, but should not be considered to be an all-inclusive listing of work duties and requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

Honolulu Museum of Art is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state or local protected class.