



JOB SUMMARY

The social media coordinator is responsible for managing the museum's social media accounts and developing social media strategies that increase engagement, attendance, and brand awareness. The social media coordinator will work closely with the Executive Director and staff to create and execute marketing plans for exhibits, events, and educational programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a comprehensive social media strategy aligned with the museum's overall marketing objectives.
- Manage various social media platforms, including but not limited to Facebook and Instagram
- Monitor social media channels and respond to comments, inquiries, and reviews in a timely and professional manner.
- Create and implement director approved social media campaigns to promote exhibits, events, and educational programs.
- Collaborate with other museum staff to develop and execute marketing plans for exhibits, events, and educational programs.
- Analyze and report on the effectiveness of social media campaigns using data and analytics to continuously improve strategies and tactics.
- Stay up to date on social media and marketing trends and best practices and apply them to the museum's efforts.
- Manage and oversee the museum's email marketing campaigns, including newsletters, event promotions, and membership communications.
- Develop and maintain relationships with media outlets, bloggers, and influencers to increase coverage and awareness of the museum.
- Manage and oversee the museum's social media advertising campaigns to increase brand awareness, engagement, and attendance.
- Attend events and exhibits to generate social media content and engage with the museum's audience.
- Assist with other marketing and communications tasks as needed

QUALIFICATIONS

- Associate or bachelor's degree in marketing, communications, or a related field. Experience in social media and/or marketing may be substituted for a degree.
- Knowledge: Microsoft Office/365 • Canva • CapCut or editing software
- Excellent written and verbal communication skills.
- Ability to think strategically and creatively, but also pragmatically and with careful attention to detail.
- Ability and willingness to take initiative and problem-solve.
- Great interpersonal skills and ability to represent the organization and work collaboratively with diverse staff, Board, volunteers, and the public.
- Commitment to the mission, vision, and values of the Weslaco Museum.

PHYSICAL REQUIREMENTS

Employee must be able to:

- Move about inside the office to access museum artifacts, etc.
- Lift up to 25 lbs.
- Communicate via telephone, video conference, email, and in-person.
- Stand for sustained periods of time.

IN ADDITION:

- Knowledge of and passion for museum work/history a plus.
- Bilingual speaker a plus
- Background check

OTHER RESPONSIBILITIES:

Other duties as assigned by the Executive Director.

COMPENSATION & SCHEDULE

Salary is \$13 per hour/15 hr per week. Business hours with some evenings as needed; however, the schedule may vary. Continued employment is contingent upon evaluation.

Submission of Candidacy

All submissions are confidential. Please submit your cover letter and resume to:

The Weslaco Museum
500 S. Texas Blvd.
Weslaco, Texas 78596

Or:

director@weslacomuseum.org

Applications will be reviewed on a rolling basis, with priority given to those applications received by 1/7/25.

No calls or drop-ins, please.

ABOUT OUR ORGANIZATION

Founded in 1971, the Weslaco Museum strives to enrich the lives of Weslaco citizens and build stronger and more connected communities. We envision a community where children and adults are transformed by the experience of visiting a museum and by appreciating a look into the past.

The Weslaco Museum of Local History and Cultural Art is an equal employment opportunity/affirmative action employer. As an equal opportunity employer, the Museum does not discriminate on the basis of race, color, national origin, religion, age, sex, sexual orientation, gender, gender identity, disability, genetic information, or veteran status. Discrimination is prohibited and The Weslaco Museum of Local History & Cultural Art will comply with all applicable state and federal legislation.