

## Indiana State Museum and Historic Sites Social Media Manager

### About the Indiana State Museum and Historic Sites:

The Indiana State Museum and Historic Sites (ISMHS) is a statewide museum system with 12 locations including the Indiana State Museum in downtown Indianapolis and 11 historic sites in the Indiana communities of Evansville, Corydon, New Albany, Rome City, Madison, Fountain City, Geneva, New Harmony, Nashville, Vincennes, and Metamora.

**Mission:** To serve as a catalyst for informal lifelong learning that connects the stories of real people, places, and things.

**Vision:** Be the leader in informal lifelong learning that is recognized, sought-after and celebrated regionally, nationally, and globally.

### Values:

- Inclusion
- Integrity
- Stewardship
- Transparency

### Strategic Priorities:

- Engage and serve an expanded and diverse audience through transformative experiences: Collections. Exhibits. Programs.
- Translate/transform our historic sites from buildings/tours to experiences/legacies.
- Brand awareness and reputation management.
- Sustainability (product and financial).
- Organizational culture.

**Salary** may be commensurate with education and experience.

We are looking for a talented **social media manager** to administer the Indiana State Museum and Historic Sites (ISMHS) social media accounts. We need a creative thinker with excellent attention to detail who has a proven record of social media success. This person will implement the ISMHS overall communications strategy, with a visitor-centered focus on creating original text and video content, managing posts and responding to followers. This is a full-time, salaried position with benefits.

As a social media manager, we expect you to be up to date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express ISMHS's views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of engagement.

## Responsibilities

- Manage content across multiple social media platforms including Facebook, Twitter, Instagram and TikTok
- Create and implement a social media plan to align with ISMHS marketing and communication goals
- Monitor, engage and grow online communities through best-practice community management
- Generate, edit, publish and share engaging content daily (original text, photos, videos and news)
- Oversee and assist with social media communications from the museum's 11 state historic sites
- Understand ISMHS followers' needs and tailor content to them
- Communicate with followers, respond to posts in a timely manner (including evenings and weekends) and monitor users' comments
- Suggest and implement new features to develop brand awareness, including promotions and campaigns, and establish partnerships with social media influencers
- Stay up to date with current technologies and trends in social media, design tools and applications
- Serve as writer and editor for a variety of marketing and communication pieces

## Requirements

- Excellent communication, interpersonal skills and high level of attention to detail
- A creative mindset and willingness to think outside the box to create engaging content
- Strong data analysis skills to analyze key metrics of campaign and advise appropriately
- Proven work experience (minimum of 2 years) and success as a social media manager
- Excellent copywriting skills
- Demonstrated strong writing ability required
- Knowledge of Associated Press style guide
- Video editing skills required

*Applicants must submit writing, photo and social media samples, or provide a link to an online portfolio, along with a cover letter and resume.*

**To submit an application:** Visit the State of Indiana website:

<https://workforindiana.in.gov/job/Indianapolis-Social-Media-Manager-IN-46204/967666800/>