



<b>Position:</b>	<b>DIGITAL MEDIA SPECIALIST</b>
<b>Employment Category:</b>	<b>Full-Time/ Non-Exempt</b>

**Position Summary**

Help us share the stories of Buffalo and Western New York. The Buffalo History Museum is hiring a digital media specialist who will lead the organization’s social media efforts and assist in publicizing the museum and its exhibits and events. In this role, you will spark connections with new audiences through strong community partnerships. You’ll also expand the Museum’s digital presence on new and emerging social media channels, while helping the organization grow its existing platforms. The digital media specialist will help Western New Yorkers better connect digitally to the Museum’s extraordinary collection more than 160 years in the making. We are seeking a team player who has a passion for cultivating and promoting the value of history, while reflecting the region’s diverse cultures and perspectives.

**Principal Responsibilities**

**Social Media Management (50%)**

- Serve as the Museum’s primary manager of Facebook, Twitter and Instagram.
- Ensure brand voice and identity in the Museum’s daily social media communications.
- Build and develop innovative forms of storytelling on social media, including TikTok and Instagram reels.
- Engage the Museum’s audience in a conversational style.
- Collaborate with the director of communications to identify content opportunities and compelling stories across the organization, in the Museum’s collection, and in the community to share.
- Continue to build the Museum’s video presence, shooting and editing brief videos for use on social media.

**Marketing Coordination (50%)**

- Collaborate with key stakeholders across the community in marketing and promoting their events hosted at the Museum.
- Liaise with staff across the organization to procure and edit succinct and timely descriptions about upcoming programs and events.
- Maintain and update the museum’s event calendar with information on upcoming events.

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*The above statements describe the general nature and level of work to be performed.*

*This is not intended to be an exhaustive list of all required responsibilities.*

- Coordinate with the graphic designer to ensure programs and events are represented well visually.
- Collaborate with the director of communications to publicize this information across earned, owned, and paid channels, including Constant Contact email.
- Other duties as assigned.

## **Qualifications**

- Bachelor's degree in a related field and/or 1-2 years of relevant experience, including internships.
- Strong writing, editing, and communication skills.
- Background in building and developing social media channels like Instagram and TikTok.
- Must be highly organized and demonstrate great attention to detail.
- Must also possess the ability to manage multiple projects simultaneously.
- Experience in shooting and editing short videos.
- Capable of working efficiently in a fast-paced environment, maintaining flexibility in the face of shifting demands and priorities.
- High level of creativity and an entrepreneurial approach to problem solving.
- Demonstrated commitment to a collaborative, team-based working environment.
- Proven capacity for developing effective, enduring working relationships with both internal and external partners.
- Keen eye for graphic design and visual aesthetic.
- Technologically proficient and forward-thinking.

## **Salary and benefits**

This full-time, non-exempt position will offer a wage range of \$35,000 to \$38,000 annually, depending on experience. In addition, you are entitled to a generous benefits package, including health insurance and paid time off.

## **How to Apply**

Please prepare a cover letter and resume in one PDF document, saved as "Last name. First name. DMS" and "DMS Application" in subject bar to Desiree Peacock at [dpeacock@buffalohistory.org](mailto:dpeacock@buffalohistory.org). Please paste links to professional social media content you have generated in the body copy of the email. Applications will be considered on a rolling basis.

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