The Anchorage Museum connects people, expands perspectives, and encourages global dialog about the North and its distinct environment. Exploring the intersection of art, history and science, the Anchorage Museum shares multiple perspectives and experiences that tell a greater story and welcomes, nurtures, and leverages diversity and inclusion in all we do and recognize all are enriched with the inclusion of diverse voices, viewpoints, and skill sets.

**Summary Position Statement:**
Under the general supervision of the Chief Communications Officer, the Digital Engagement Manager develops imaginative and innovative approaches to reach and engage audiences through brand awareness, messaging and storytelling to communicate the interrelationship between the Museum’s mission and vision, programing, and the local and global community. This position supports audience engagement strategies through effective message-driven, multi-channel content development and communications for both internal and external audiences.

This position will require some non-standard work hours.

**Essential Functions:**

- Develop and implement the museum’s digital content to ensure highly shareable and effective web-ready copy and e-communications
- Work collaboratively with all departments and manage external vendors to develop and produce content for various digital outlets including web, in-gallery interactive projects, mobile apps, and social media
- Manage online editorial calendars and digital campaigns, including social media strategy and implementation
- Serve as lead in social media content development and posting across multiple platforms
- Partner with Museum senior staff to define projects, strategic messaging and develop creative solutions, while monitoring project goals, milestones and budget
- Maintain editorial tone consistent with brand standards, social media “voice,” message hierarchy and legal compliance
- Collaborate with the museum’s web developer on the creation of new systems and organize new and existing content and site navigation
- Update website content
- Develop visual communication, including photography and videography for social media with a strong eye for design
• Use web analytics to inform content strategy
• Create and publish museum’s bi-weekly e-newsletter and other e-communications targeting museum members and stakeholders
• Measure and report content effectiveness, refining approaches as needed
• Re-write or modify copy written by others to clarify meaning in line with curatorial perspective and to conform to organizational style guidelines and editorial policy
• Create and manage budgets, expenditures and subcontractors related to development of promotional materials and campaigns
• Participate in development and distribution of innovative communication tools and methods to publicize museum activities, including print and electronic press releases, public service announcements, press kits, media alerts, fact sheets and other media-related material
• Prepare digital images for sharing on multiple platforms and maintain photo databases
• Be part of a creative team for launching and messaging major museum initiatives, including SEED Lab
• Be a proactive member of the SEED Lab team for storytelling on social media and other relevant platforms

Non-Essential Functions:
• Assist with conceptualization, writing, editing, publishing content for museum blog
• Assist with coordination of other departments’ publications both in and out of house, including design, production and distribution as needed
• Assist with day-to-day media and public relations activities
• Coordinate details associated with publications distribution as needed
• Act as contact for media requests and other public relations as needed
• Other duties as assigned

Knowledge/Skills:
• Demonstrated strong writing, editing, and proofreading skills
• Strong communication and teamwork skills
• Strong understanding and demonstration of design and visual communication
• Experience creating and executing content strategy within an interactive space, such as working on a large-scale website, creating/editing content for multiple channels with ability to collaborate on projects spanning multiple departments
• Knowledge of the digital landscape, including current industry and user trends, emerging technologies and standards, information architecture and interactive design
• Ability to scope, organize and execute multiple projects with interrelated goals, and be able to create and disseminate content, translating complex concepts into easy to understand content
• Knowledge of key performance indicators for digital engagement and experience developing internal policies for social media and digital engagement
• Familiarity with HTML, Umbraco or similar content management platform
• Background and understanding in public relations principles and tactics
• Proven skills in organization, planning, attention to detail, creative problem-solving
• Strict adherence to deadlines and ability to manage multiple projects simultaneously
• Ability to exercise a wide variety of creativity in all work areas
• Demonstrated knowledge of AP style
• Experience in a non-profit, arts, and cultural organizational environment preferred
• Knowledge of graphic design principles and print and electronic media production
• Proficient with MSWord and Excel
• Experience using photo databases (i.e Extensis Portfolio) and media tracking (i.e. Cision/Vocus) software preferred

Qualifications:
• Bachelor’s degree in English, journalism, public relations, interactive design, visual communication, or a related field; equivalent combination of education and experience will be considered
• Five years’ experience creating online/digital content
• Three years’ experience in editing, writing and publication production within an organization desired, and experience within museums, preferred
• Three years’ experience in public relations, including media relations, preferred

Employee Expectations:
As an AMA employee, the incumbent is expected to model the following traits:
• Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships
• Initiative and creativity in all aspects of the position
• Lead by example by maintaining a high standard of professional ethics and conduct at all times
• Treat everyone with dignity and respect at all times
• Support and uphold the policies, procedures of the AMA

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

Physical Demands:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use
hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close and color vision, and ability to adjust focus.

Work Environment:

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.