



## THE AMERICAN CIVIL WAR MUSEUM

**Mission:** The American Civil War Museum explores, inspires, and promotes the public's understanding of the Civil War – its causes, course, and consequences.

**Position Title:** Digital Content Manager

Immediate Supervisor: Director of Marketing and Communications

FLSA Status: Exempt

Job Type: Full-Time

Salary: Commensurate with experience

**Summary:** The American Civil War Museum seeks a skilled and details-oriented team player as a Digital Content Manager. This position will be responsible for creating and implementing a digital marketing strategy to increase visitor engagement and broaden the museum's audience base, with the goal of conversion to visitation according to strategic priorities.

### Responsibilities

- Design and produce high-quality, shareable, and unique content across a variety of channels in partnership with lead staff from multiple departments.
- Maintain and update institutional websites to increase museum visitation and philanthropic support
- End-to-end management of website assets
- Tailor message formats and content to target audiences
- Identify high performing topics or issues in current digital marketing efforts
- Create and manage a rich content editorial calendar
- Manage all social media sites, and utilize new social media outlets that are conducive to the museum's growth as they arise
- Manage keyword research, SEO, SEM and web optimization.
- Curate content for weekly newsletters and digital promotions
- Maintain all digital distribution lists
- Assist with design edits as needed for printed material as requested by the Creative Manager
- Work with marketing team to develop, launch, and manage marketing campaigns
- Assist in event productions onsite

### Qualifications

- Bachelor's Degree – BA/BS
- A minimum of 2-3 years of experience in planning, writing, and managing social media networks, websites, electronic communications
- Excellent communications skills, collaborates well in a small team, and enjoys working in a fast-paced environment
- Graphic design experience
- Proficiency with much of the following: social, (LinkedIn, Instagram, Facebook) digital (WordPress, Mail Chimp, Google Analytics), design (Photoshop, InDesign, Illustrator, Canva, PowerPoint), and video editing

To apply, send a current resume and a cover letter to Jeniffer Maloney at [jmaloney@acwm.org](mailto:jmaloney@acwm.org)



## THE AMERICAN CIVIL WAR MUSEUM

Equal Employment Opportunity (EEO): The American Civil War Museum provides equal employment opportunities for all applicants and employees. We do not unlawfully discriminate on the basis of race, color, creed, ancestry, medical condition, religion, sex, national origin, age, disability, veteran status, marital status, sexual preference or any other basis prohibited by federal or state law or local ordinance applicable to our work locations. We also make reasonable accommodations for disabled employees if we are aware of the need for accommodation and if the requested accommodation does not cause undue hardship as interpreted from the ADA/ADAAA. This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social and recreational programs. Finally, we prohibit the harassment of any individual.