PLIMOTH PATUXET MUSEUMS JOB DESCRIPTION

Department: Marketing and Communications  
Job Title: Digital Engagement Manager  
Reports to: Director of Marketing and Communications  
FLSA Status: Exempt  
Position: Full Time/Year Round  
Supervises: N/A

**SUMMARY**
This is an opportunity to work at one of the country's most prestigious history museums. Operating on a remarkable property overlooking Cape Cod Bay, Plimoth Patuxet brings the story of the United States’ early foundation to life for hundreds of thousands of visitors each year since its founding in 1947.

We are seeking a Digital Engagement Manager (DEM) to drive successful delivery of digital products, including social media. If you’re interested in history and heritage and looking for a role where you can make a positive difference by using your skills to encourage public engagement with and support for a great American history museum, then this is the perfect opportunity for you.

Responsible for ensuring that our digital platforms reflect the mission and strategic direction of the Museum, the DEM has an agile approach to solution development and maintains quality control to ensure the vision and goals of the Museum’s online platforms are achieved. Reporting to the Director of Marketing and Communications (DMC) the DEM is responsible for leading the Museum’s online communications efforts on Plimoth Patuxet’s website and social media channels, and to ensure their success as key communication tools for marketing the Museum. The DEM plays an essential role in strategy, creative, interactive and digital marketing, and collaborates with other departments to develop content. Working closely with the team, the DEM develops and implements a strategic marketing and communications plan and ongoing branding initiative which will drive visitation onsite and online, and increase awareness of the Museum.

**Major Responsibilities:**
- Manage all aspects of Plimoth Patuxet’s website (Plimoth.org), including content development, back-end updates, traffic generation strategies and site performance on a daily basis.
- Maintain strategic vision of website to ensure highest standards of ongoing design, content, usability and navigation integrity.
- Increase site traffic, enhance the user experience and reinforce the brand.
- Lead strategic online marketing programs, managing integrated campaigns from concept to completion.
- Work collaboratively to support, develop, and implement museum-wide strategic and tactical integrated marketing and communications initiatives in support of institutional
and programmatic goals.

- Develop and leverage social media presence to build the Museum’s online community, overall social engagement, and support organizational goals.
- Lead the direction of integrated content for the Museum’s online calendar.
- Balance and prioritize inter-departmental interests and goals for the most effective end-user experience.
- Establish processes and provide support and training for the development of web-based communications, including e-newsletters, e-blasts and blogs.
- Develop an integrated online presence that blends print, electronic, viral, social media, PR, and communications.
- Oversee the Museum’s paid social media budget and provide budget guidance and recommendations to key stakeholders.
- Create and post multimedia to the website site as well as approved social media sites.
- Identify, implement, maintain, and evolve processes to enable the streamlined creation of Facebook, Twitter, Instagram, LinkedIn, YouTube and other emerging platforms; establish standardized reporting for each channel.
- Work with the DMC to manage web-related budget, and to select online promotional media purchases, placements, creative and timing. Analyze results for ROI.
- Partner with Retail, Development, Public Programs, Education and other departments to oversee development and implementation of content, design, structure, and navigation.
- Monitor web server and site technical performance. Monitor site traffic, evaluate competitive sites to determine ways to enhance website. Manage web analytics and reporting, and provide stats to senior management for follow-up.
- Recommend enhancements and manage the development of required changes.
- Provide a friendly and welcoming presence for all guests and coworkers throughout the Museum. Support the Museum’s mission, vision, core values and customer service philosophy.

This outline description focuses on the primary duties of the position. It is not designed nor intended to include all duties and responsibilities inherent in satisfactory performance of the position. Management reserves the right to revise this job description from time to time as needed.

Qualifications:

- Bachelor’s Degree plus 3-5 years’ experience in digital marketing, communications, website development.
- Current knowledge of online marketing trends.
- A positive can-do attitude combined with a customer-centric approach and ability to work in highly collaborative team environment. Demonstrated conceptual, innovative, and strategic thinking experience building brands, including concept development, process management, web marketing, and/or online development marketing campaigns.
- Excellent communication skills including superb writing skills and ability to articulate creative concepts and rationale to other team members. Ability to plan, establish
priorities, handle multiple tasks and projects and demonstrate flexibility in daily work activities.

- Significant experience utilizing SEO strategies to enhance marketing effectiveness. Strong understanding of web analytics, Google Analytics, Google AdWords, conversion metrics, and measurement tools. Experience creating and managing web site content and function.
- Experience applying best practices and principles to website development. Experience working with HTML, CSS, and XML. Knowledge and awareness of scripting languages such as PHP and JavaScript helpful. Experience working with content management systems such as Craft CMS. Experience creating web-optimized graphical presentations using image creation/editing tools. Knowledge of database-driven web development environments using MYSQL.
- Demonstrated success in defining and launching products that meet and exceed business goals
- Experience in working with cross-functional teams
- Well-organized, able to work to tight deadlines

PHYSICAL REQUIREMENTS
The physical demands outlined here are representative of those that must be met by an employee to perform successfully the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work sitting, standing, kneeling, or bent over, sometimes for extended periods of time.
- Should be capable of lifting and moving objects up to 20 pounds.

CORE COMMITMENT
Whether part-time or full-time, year-round or seasonal, all staff and volunteers at Plimoth Patuxet advance the museum’s educational mission and strategic goals; they uphold the museum’s core values and principles in their work and in all their interactions with the public and coworkers. This commitment helps to ensure that Plimoth’s reputation for excellence is maintained and that we, as stewards of the museum, are helping to create a relevant and sustainable future for Plimoth Patuxet. The core principles that guide us in our work are:

- Safety and Comfort
- Compassionate Customer Engagement
- Professional Excellence
- Practice Personal Accountability
- Advance a Culture of Philanthropy
- Teamwork
- Upholding Our Workplace Culture
EEO STATEMENT

Plimoth is an equal opportunity employer. We value diversity and are committed to creating a welcoming and inclusive environment for all employees.