

NATIONAL VETERANS MEMORIAL AND MUSEUM

SUMMARY

The National Veterans Memorial and Museum (NVMM) is currently under construction in Columbus, Ohio, representing a national initiative of profound importance for our nation's 20+ million living veterans. There is no single monument or museum dedicated to the veteran's experience in the US today. With 30,000 square feet available for exhibit space, this new institution will celebrate the service and honor the sacrifice of veterans throughout history. Envisioned by the late Senator John Glenn (1921-2016), Colonel, USMC (Retired), as a gathering place for veterans across the country, the museum is scheduled to open to the public in fall 2018. NVMM will present the veteran experience through the lens of personal stories and life-changing experiences from which visitors will be inspired to learn more about our country's history and actively engage in their own communities as informed citizens.

As a branch of the Office of External Affairs, the Web and Social Media Manager collaborates on the design of, develops, and manages all aspects of the NVMM's digital communications strategy and tactics. This individual will be responsible for the initial website development, the strategic web production and day-to-day optimization of NVMM's web experiences and the Institution's social media platforms. This role will support NVMM's efforts to drive national awareness, website traffic, earned media, and visitation through frictionless web and social media experiences optimized to engage.

JOB DUTIES

- Transition current website (nationalvmm.org) from a construction-based website focused on housing construction and project updates to an interactive website for a national amenity in time for the grand opening this fall.
- Partner with Marketing team members to ensure nationalvmm.org is optimized as a frictionless, personalized experience to accelerate conversion and measureable engagement.
- Collaborate to ensure the most current content and NVMM plans are surfaced as web stories at the right time to support exhibitions, public programs, fundraising campaigns, and strategic initiatives.
- Partner to create and document processes and timelines, and establish best practices to govern site optimizations according to industry standards.
- Identify content gaps and initiate recommendations to upstream and downstream content creators to maximize impact.
- Create and advance e-commerce capabilities on nationalvmm.org by working to deliver personalized experiences across diversified consumer constituencies that drives engagement and reduces bounce rates.
- Implement and leverages analytics and insights to optimize and deploy the best mix of available resources.
- Provide guidance and digital best practices to marketing team that have inputs into nationalvmm.org.
- Partner on development of NVMM's inaugural national social strategy, including planning, execution, and ongoing optimization of social accounts, including Facebook, Instagram, Twitter, and LinkedIn.
- Grow engagement and followers/likes on NVMM's social media accounts

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- Create and manage editorial calendars and publishing schedules for social content, promotions, and campaign activations.
- Produce compelling social content that aligns with NVMM's brand, editorial voice, and SEO best practices with a focus on growing followers and driving engagement.
- Identify new and innovative ideas and capabilities to build audience and engagement

In the performance of their respective tasks and duties, all employees of the organization are expected to fulfill the following:

- Gain a general understanding of United States veterans
- Perform quality work within deadlines with or without direct supervision.
- Interact professionally with other employees, constituents and vendors.
- Work effectively as a team contributor on all assignments.
- Work independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations.

ESSENTIAL SKILLS & QUALIFICATIONS

- A Bachelor's degree in a relevant field.
- 3-5 years of experience in similar position (social media specialist, web specialist, web editor)
- Extensive knowledge of social media platforms (LinkedIn, Twitter, YouTube, Facebook, Instagram)
- Proven understanding of best practices for social marketing and community management and development
- Web development and editing skills including CMS (Weebly, Wordpress, etc.), HTML-5, CSS, Google Analytics, web usability, SEO, UX/UI design, and a technical understanding of how to develop and edit an interactive web page
- Working with various digital media formats (images, video)
- Social media communication and digital marketing skills
- Strong communication skills and customer-mindedness
- Ability to keep up with the continuously evolving digital landscape
- Energy, enthusiasm and the ability to work under pressure to meet deadlines and demanding targets
- Self-starter with strong project management skills.
- Ability to adapt to changes and competing priorities.
- Quick thinker with the ability to creatively problem-solve.

APPLICATION PROCESS

The National Veterans Memorial and Museum offers a competitive salary and a comprehensive package of benefits.

For consideration, please email resume to jobs@nationalvmm.org. Be sure to include the title of the position, Web & Social Media Manager, in the subject of the email. No phone calls will be accepted. Only those candidates selected for an interview will be contacted.