

Public Affairs Social Media Special Assistant

Working at the National Museum of the Marine Corps

Job Description

The Social Media Special Assistant's primary responsibility is to help develop strategies to increase the active fan base and user engagement across all Museum social media platforms to increase overall awareness and attendance of the Museum and its programs. The Social Media Special Assistant will be responsible for creating original text, photos and video content, reviewing posts, and drafting responses followers. The assistant will be up-to-date with the latest digital technologies and social media trends.

Assist with content on social media platforms, to include Facebook, Instagram, Pinterest, Twitter, Snapchat, and Periscope

- Generate for approval and share engaging content daily (e.g. original text, photos, videos and news).
- Draft responses to queries in a timely manner and monitor customer reviews.
- Coordinate with other Museum branches on posts.
- Prepare monthly social media engagement reports.
- Photograph events for social media purposes.
- Assist with input for social media design (e.g. Facebook timeline cover, profile pictures and blog layout).
- Suggest and assist with implementation of new features for brand awareness.
- Stay up-to-date with current technologies and trends in social media, design tools and application.

Qualifications

- Strong written and visual communication skills
- Experience with social media platforms for business
- Experience with content management programs
- Strong photography skills
- Ability to create videos for social media
- Strong editing skills
- Must be a team player
- Must be able to work a flexible schedule