

### **Digital Marketing Specialist Short Response Questions**

1. The Digital Marketing Specialist plays a key role in advancing Seacoast Science Center's mission to spark curiosity, exchange understanding, and inspire conservation of our Blue Planet. As such, the Digital Marketing Specialist must have a keen understanding of SSC's role in the community, its operations, and its vision for the future. How do you envision effectively sharing SSC's message to appeal to/resonate with its followers and elevate its brand?
2. Social media algorithms are constantly changing and SSC maintains several accounts. How do you envision keeping up to date with best practices and how do you anticipate making sure SSC stands out among the crowd?
3. Creativity and visual design skills are an important part of the Digital Marketing Specialist's role. Please provide some examples of how your skills have set you apart from competitors or among the very crowded playing field.