

Job Title: **Digital Marketing Specialist**

Reports to: **Chief Communications Officer**

Employment Status: **Exempt, full time, benefits eligible position**

Salary range: **\$48,000 to \$50,000** per year

Posted: March 15, 2023

About Seacoast Science Center

[Seacoast Science Center](#) is a beloved anchor institution of the NH seacoast community – a place to learn and have fun while developing an appreciation for our coastal environment and its inhabitants. At our home in historic Odiorne Point State Park, one of New Hampshire’s ocean-facing treasures, we inspire visitors to discover the wonders of our natural habitats. Families are encouraged to get their feet wet in the tide pools, explore the touch tank full of wondrous creatures from the Gulf of Maine, be awed by the sea life in aquarium exhibits, and develop a deeper appreciation for the preservation and health of our oceans. As the only ocean-centric science museum in the region, Seacoast Science Center is an integral part of New Hampshire’s cultural economy and educational opportunities, attracting 90,000 visitors annually, with 30,000 participating in school-related field trips and summer camp programs. A valued public resource, we encourage social interaction, community collaboration, and the pursuit of shared interests.

Seacoast Science Center is committed to creating a diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Position Summary

The Digital Marketing Specialist is a key and highly trusted member of Seacoast Science Center’s strategic marketing team. The Digital Marketing Specialist is responsible for developing, implementing and optimizing digital marketing initiatives to maximize brand awareness, increase sales, and foster philanthropic support. The Digital Marketing Specialist creates content, manages posts to, and actively engages with SSC’s Facebook, Instagram, LinkedIn, YouTube and Pinterest accounts. The Digital Marketing Specialist helps to provide creative solutions that support SSC’s efforts to build a conservation-minded community.

Qualifications and Skills

The Digital Marketing Specialist creates compelling posts that stand out, capturing the essence of SSC and its activities, positioning SSC as the leading regional public resource for marine and environmental education. The Digital Marketing Specialist should have a minimum of three years’ experience

managing multiple social media platforms, possess strong organizational and communications skills, be technically and business savvy, and understand how to appeal to diverse audiences. The Digital Marketing Specialist is detail oriented and has the ability to juggle multiple and varied tasks. The Digital Marketing Specialist is a skilled photographer and videographer, and processes visual design skills. A good sense of humor and a passion for environmental education and conservation sets a candidate apart.

Requirements

Must be detail oriented and have the ability to juggle multiple and varied tasks, enjoy working in a team environment, and feel at ease in a variety of social and professional settings. Strong competency in multiple social media platforms, and photo and video editing software are required. Competency in WordPress, NEON CRM or similar database helpful. Some weekend and evening hours required assisting with special events. The successful candidate must have at least three years related experience.

Duties and Responsibilities

- Manage content and delivery schedule across social media platforms
- Photograph and videotape SSC activities, edit and produce videos for special initiatives, and maintain image catalog
- Assist with website content creation and management
- Write blog posts and feature articles that help to advance SSC's mission and showcase its impact
- Monitor program, event and visitor registration, and strategize promotions
- Stay apprised of all SSC activities (programs, events, exhibits, partnerships, fundraising initiatives, staff news, etc.) and promote accordingly
- Continuously analyze and deliver content that reaches, engages, and grows SSC's audience
- Manage lists, migrating new e-subscribers to MailChimp and maintaining list segmentations
- Create and deliver e-blasts that effectively achieve desired outcomes
- Submit programs and events to online community calendars
- Keep up-to-date with related community happenings and environmental news
- Keep up-to-date with social media trends and best practices
- Conduct market research to inform campaigns
- Create and manage social media templates for various post topics/categories
- Recommend social media advertising as needed and consult with appropriate department head regarding budgetary implications
- Recommend other digital marketing opportunities
- Conduct analysis of digital marketing effectiveness and produce monthly performance reports
- Monitor info@sscnh.org and distribute email to appropriate staff member/s

- Participate in committees as needed/desired
- Co-supervise volunteer marketing assistants and interns
- Assist with other tasks as needed

To Apply

Please send cover letter and resume to careers@sscnh.org with **Digital Marketing Specialist** in the subject line. As a measure to minimize internal hiring biases, all candidates submitting application materials will be asked to respond in writing to three short questions intended to give them the opportunity to map their skills onto SSC's vision for its Digital Marketing Specialist. SSC will use these responses as its initial filter for all applicants. Failure to submit a response to the questions will result in a candidate being removed from further consideration.