



## **POSITION DESCRIPTION**

### **DIGITAL MARKETING COORDINATOR**

Vizcaya Museum and Gardens is a National Historic Landmark and accredited museum in Miami, Florida ([www.vizcaya.org](http://www.vizcaya.org)). The Digital Marketing Coordinator advances Vizcaya's institutional goals through social media and digital marketing strategies and tactics that engage our diverse community and support membership, admissions, programs, and fundraising. The position is on the Marketing and Client Services Team and reports to the Director of Marketing and Communications.

Vizcaya is owned by Miami-Dade County and is operated by the non-profit Vizcaya Museum and Gardens Trust, Inc. Our mission is to preserve the estate's cultural and environmental resources to engage people in connecting with the past, understanding the present and shaping the future. Our vision is to position Vizcaya as an enduring, inclusive, and innovative place that inspires people to embrace the cultural vitality and environmental sustainability of the world around us.

#### **Essential Functions**

- Create and manage editorial calendars for the museum's online communications platforms, which include social media, web, and email.
- Create text, photo, and video content for all online platforms under the strategic direction of the Director of Marketing and Communications.
- Update and manage all social media platforms, including Facebook, Twitter, Instagram, Pinterest, TikTok and YouTube, among others.
- Provide live coverage of special events and community programs on social media as required.
- Community management duties for all the organization's social media platforms, which involve responding to visitor inquiries and comments.
- Manage, execute, and host the organization's Livestreams.
- Update and maintain Vizcaya's website as required.
- Research and analyze web and social media analytics and provide monthly reports.
- Grow and manage stakeholder email database.
- Support public relations initiatives and influencer marketing efforts as needed.
- Collaborate with vendors, such as graphic design and media buying contractors, as well as other team members to execute projects as needed.
- Other duties as assigned.

#### **General Responsibilities of All Administrators**

- Achieve meaningful and timely actions that advance Vizcaya's mission, vision, and strategic plan.
- Help to sustain and grow Vizcaya's revenues and participate in pursuing funding opportunities.

- Proactively promote communication, collaboration, and customer service.
- Engage in internal committees as appropriate and complete assigned tasks in a timely manner.

This job description is not designed to be comprehensive; duties, responsibilities and activities may change at any time with or without notice.

### **Position Requirements**

- At least one year of work experience in digital marketing and social media.
- Deep and current knowledge of digital marketing theories and practices, including but not limited to content creation, community management, web content management, email marketing and digital ads.
- Exceptional writing abilities, demonstrating proficiency in crafting compelling and engaging content across various digital channels.
- Demonstrated communications and project management skills.
- Commitment to collaboration, customer service, strategy, and innovation.
- English and Spanish fluency.
- Proficiency with Microsoft Office.
- Familiarity with Adobe Creative Suite and video editing software.

### **Factors Vizcaya Will Consider When Evaluating Applicants and Determining Compensation**

- Associate or bachelor's degree in marketing, communications, graphic design, video production or a related field.
- Additional relevant work experience, training, and education.
- Experience with drone operation.

### **Compensation**

Vizcaya Museum and Gardens offers competitive compensation with generous paid leave, retirement benefits, and robust medical and other insurance for full-time employees. Salary will be based on the selected candidate's experience and skills. The anticipated compensation is approximately \$38,250 for someone meeting the requirements of the position to approximately 42,000 for someone exceeding them.

### **Remote Work**

After completing a two-month on-boarding process, this position will be eligible for remote work hours. Eligible employees are required to spend a minimum of two full working days on-site and may work remotely for the remainder of the work week, as schedules and on-site commitments allow.

### **Work Environment/Physical Demands**

The majority of work is done in an office setting, with some portions involving interaction with media, program participants, donors, and other constituents on and off site. Vizcaya is a non-smoking environment.

### **Position Type/Expected Hours of Work/Schedule**

This is a full-time (40 hours per week), exempt position. Periodic evening and weekend work is required.

**To Apply**

Please submit a resume and a cover letter expressing your interest in this position to: [HRVizcaya@vizcaya.org](mailto:HRVizcaya@vizcaya.org). Please reference the position title in the subject line of your email.

**Equal Opportunity Employer**

Vizcaya Museum and Gardens is committed to equity and inclusion and is engaged in a strategic process to ensure that our staff, Board, and volunteers reflect our community's diversity. Vizcaya welcomes applicants from groups that are underrepresented in cultural organizations and seeks to recruit, develop, and retain a diverse workforce.

Vizcaya Museum and Gardens is an equal opportunity employer. Vizcaya respects people of all backgrounds and does not discriminate based upon race, religion, color, national origin, ancestry, sex, pregnancy, childbirth, sexual orientation, gender identity, gender expression, age, marital status, familial status, status as a protected veteran, status as an individual with a disability, status as a victim of domestic violence, dating violence or stalking, or other applicable legally protected characteristics protected by law.

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