

## Digital Marketing Coordinator

Join the fun and dynamic marketing team at Museum of the Rockies! The ideal candidate is a MSU student pursuing a marketing or business degree and looking to build their resume in the areas of website content creation and management, social media marketing, reputation management, and helping to develop the annual marketing plan.

**Administrator:** Director of Marketing Alicia Harvey

**Experience:** Prior experience not required; experience in social media, photography, and marketing preferred

**Education Required:** High school diploma and enrolled at MSU

**Overtime Status:** Non-exempt; eligible for overtime

**Preferred Availability:** 10-15 hours per week

**Hourly Rate:** \$15

**Preferred Start Date:** August 2022 (with availability during the holiday break and summer break)

**Application Instructions:** [Apply online via this link.](#)

### QUALIFICATIONS

- Education Required: High school diploma and enrolled at Montana State University (MSU). A Marketing or Business Major is preferred.
- Basic knowledge of AP writing and editing style. Must possess excellent grammar and spelling skills.
- Must have own computer, phone, and primary work area.
- High level of personal responsibility.
- Keen attention to detail and accuracy.
- Ability to be reliable and accountable.
- Ability to be flexible in daily responsibilities.
- Exhibits a professional demeanor.
- Ability to adhere to policies, processes, and instructions.
- Ability to complete tasks without heavy supervision.
- Knowledge of Microsoft Office 365, email, meeting scheduling, and all popular web browsers.
- Training will be provided for Hootsuite, Craft CMS, WebAIM, and ReviewTrackers.
- Ability to work as a team player.
- Qualified candidates should submit a cover letter and a resume.

### RESPONSIBILITIES

#### Website 40%

- Assist with website content updates and edits, form creation, and search engine optimization of all content using Craft CMS.
- Generate ADA website optimization suggestions using WebAIM's WCAG 2 Checklist.

#### Social Media 20%

- Become an expert in Hootsuite, MOR's social media management platform, by completing the Hootsuite Platform Certification Course. Create, post, and comment on content via Hootsuite for Facebook, Instagram, Twitter, and LinkedIn. Collaborate with the graphic design manager/photographer for visual content.
- Monitor and generate reports for the museum's social channels

#### Reputation Management 20%

- Aid in managing and commenting on reviews from the top directories that drive museum revenue via ReviewTrackers.
- Ensure that MOR's brand exceeds customer expectations by aggregating and reporting on reviews with museum leadership.

**Marketing Plan 20%**

- Aid in the creation and editing of the museum's annual marketing plan.

Other marketing duties as assigned.

**APPLY**

Qualified candidates should submit a cover letter and a resume. [Apply online via this link.](#) Applicant screening will begin immediately and will continue until the position is filled.

A successful candidate will require a minimum of two references and a successful background check.

Museum of the Rockies is an equal employment opportunity employer, veterans, disabled, and believes that diversity, equity, and inclusion allow us to serve our students and communities better and are critical to supporting the missions of MOR and Montana State University as a land grant institution.