

NEW YORK TRANSIT MUSEUM

POSTING DATE: February 22, 2019
JOB TITLE: P/T Social Media & Marketing Aide
SALARY: \$15.00/hour and college credit, if applicable
HOURS OF WORK: 20-25 hours/week to be scheduled Monday – Friday, between 9 am to 5 pm
Occasional evening or weekend work required

SUMMARY:

Founded in 1976, the New York Transit Museum is dedicated to telling and preserving the stories of mass transportation – extraordinary engineering feats, workers who labored in the tunnels over 100 years ago, communities that were drastically transformed, and the ever-evolving technology, design, and ridership of a system that runs 24 hours a day, every day of the year.

Housed underground in an authentic 1936 subway station in downtown Brooklyn, the Transit Museum's working platform level spans a full city block, is home to a rotating selection of 20 vintage subway and elevated cars dating back to 1904. The New York Transit Museum welcomes more than 500,000 visitors every year to explore its unique collections of subway and bus artifacts, enjoy fascinating exhibits about New York history and participate in hands-on education programs that teach literacy, social studies and STEAM.

The New York Transit Museum is seeking a dynamic, motivated college or graduate student interested in social media, marketing and public relations to join our Marketing Department. Excellent writing skills are essential and related past work experience is a plus. This individual will work under the supervision of the New York Transit Museum's Press & Marketing Strategist and Deputy Director. This position offers the right candidate significant responsibility and will translate into extensive job skills.

RESPONSIBILITIES:

- Meet with key Museum staff members on a regular basis to garner content for social media and drafts posts for Facebook, Twitter and Instagram on a weekly basis
- Track social media and website analytics and created daily reports
- Maintain and update the Museum's press contact database through Cision, draft press releases for Museum exhibitions and programs and submit calendar listings to relevant press and media outlets
- Coordinate and supervise press-related photo shoots and interviews
- Create e-blast campaigns with MailChimp for distribution to the Museum's e-newsletter lists
- Assist with the design and modernization of Facebook and Instagram advertising campaigns

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Preference given to candidates with graphics and web design experience, especially WordPress

The P/T Social Media & Marketing Aide position is employed by the Museum's non-profit affiliate, Friends of the New York Transit Museum.

Application:

Qualified individuals interested in this job opening must apply by e-mail. Resume and cover letter should be sent as .doc or PDF to Chelsea Newburg, Press & Marketing Strategist: chelsea.newburg@nyct.com Specify subject as *P/T Social Media & Marketing Aide*. Due to high volume of applicants, only those who qualify for an interview will be contacted. No calls please.

Friends of the New York Transit Museum is an equal opportunity employer.