

NEW YORK TRANSIT MUSEUM

POSTING DATE: May 2023

JOB TITLE: Social Media & Marketing Coordinator

LOCATION: Hybrid Schedule, New York Transit Museum, Brooklyn, NY / Remote

SALARY: \$25/hour

HOURS: Part-time, 21/hours week, to be scheduled Monday - Friday, between 9am and 5pm. Occasional evening or weekend work required.

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.

OVERVIEW

The New York Transit Museum is seeking a creative, passionate and strategic Social Media & Marketing Coordinator to join our Marketing Department. The Coordinator will play a central role in planning, writing and supporting marketing and social media efforts to grow and engage our audiences.

Under the supervision of the New York Transit Museum's PR & Marketing Manager and Deputy Director, the Coordinator will collaborate with Museum staff across departments to create social media content, digital and e-mail marketing campaigns, and online website content and updates via a Wordpress CMS. A passion for storytelling, exceptional writing, editing, and content production skills are essential; interest in the history of mass transit and related past work experience are a plus. 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 create reports
- Maintain and update the Museum's press contact database through Cision and 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
- Create digital content for the Museum's website at nytransitmuseum.org

MINIMUM EDUCATION REQUIRED: High School Diploma

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Passion for storytelling, exceptional writing, editing and content production skills are essential
- Experience creating organic and paid social media advertising campaigns
- Preference given to candidates with graphics and web design experience, especially Wordpress
- Interest in the history of New York and mass transit are a plus

Qualified individuals interested in this position must apply via e-mail. Resume, cover letter and two writing samples should be sent as .doc or .pdf to Chelsea Newburg, PR & Marketing Manager at chelsea.newburg@nyct.com. Specify subject as P/T Social Media & Marketing Coordinator. Due to high-volume of applicants, only those who qualify for an interview will be contacted. No calls please.

ABOUT THE NEW YORK TRANSIT MUSEUM:

The New York Transit Museum is the largest museum in the United States devoted to urban public transportation history, and one of the premier institutions of its kind in the world. The Museum explores the development of the greater New York metropolitan region through the presentation of exhibitions, tours, educational programs, and workshops dealing with the cultural, social, and technological history of public transportation. Since its inception over 40 years ago, the Museum, housed in a historic 1936 IND subway station in downtown Brooklyn, has grown in scope and popularity. The Museum also maintains a gallery annex at Grand Central Terminal, an archive and an off-site 14,000 sf collections storage facility. As custodian and interpreter of the region's extensive public transportation networks, the Museum strives to share, through its public programs, this rich and vibrant history with local, regional, and international audiences.

COVID-19 VACCINE REQUIREMENT:

In accordance with NYC law and in order to protect our employees and continue to provide safe and reliable service to our communities, we are requiring all new hires to be fully vaccinated against COVID-19 prior to their start date. We will consider exceptions for religious and medical reasons, where appropriate. "Fully vaccinated" means you must have both doses of a 2-dose vaccine and two weeks have elapsed since the second dose or have received 1 dose of a 1-dose vaccine and two weeks have elapsed since the dose. Proof of your vaccination status in the form of a CDC vaccine card must be submitted prior to your start date.

The Social Media and Marketing Coordinator position is employed by the Museum's nonprofit affiliate, Friends of the New York Transit Museum. Friends of the New York Transit Museum is fully committed to equal employment opportunity for all employees and applicants for employment without regard to race, color, religion, creed, national origin, ancestry, sex, sexual orientation, age, disability, predisposing genetic characteristic, gender identity and expression, pregnancy, veteran or military status, marital/familial/partnership/caregiver status, status as a victim of domestic violence or stalking and/or sex offenses, or any legally protected basis. Friends of the New York Transit Museum welcomes and encourages qualified candidates from all backgrounds to apply.