Background:
Founded in 1909, the Newark Museum (“the Museum”) is one of the most influential museums in the United States and the largest art and education institution in New Jersey. Its extensive collections, which include art from around the world as well as significant holdings of science, technology and natural history, rank 12th in size nationally. The Museum is dedicated to artistic excellence, education and community engagement with an overarching commitment to broadening and diversifying arts participation.

A cultural anchor institution in Newark for more than a century, the Museum advances its mission by operating in the public trust as a museum of service, and as a leader in connecting objects and ideas to the needs and wishes of its constituencies. The Museum’s renowned art collections have the power to educate, inspire and transform individuals of all ages, and the local, regional, national and international communities that it serves. In the words of founder John Cotton Dana, “a good museum attracts, entertains, arouses curiosity, leads to questioning and thus promotes learning.” The Museum responds to the evolving needs and interests of the diverse audiences it serves by providing exhibitions, programming, a research library, partnerships and resources designed to enrich people’s lives.

The Museum’s collections are presented in 91 galleries housed on a seven-acre campus that encompasses the Ballantine House, a Victorian-era mansion—a National Historic Landmark, the Dreyfuss Memorial Garden, and Horizon Plaza. The Museum also features the Alice and Leonard Dreyfuss Planetarium as well as the MakerSPACE, a dedicated maker studio and exhibition space that offers interactive, hands-on activities for visitors all ages that integrate the arts with STEM learning.

Under the leadership of its new Director/CEO, Linda Harrison, the Newark Museum is poised for a chapter of transformation, exciting growth and development. The City of Newark is also undergoing a revival of its own.

Position Objective:
The Digital Content Manager position has been created to align the Museum’s vision and initiatives with cutting-edge technology. This position will also support the marketing and public relations functions in their efforts to promote the Museum by developing and maintaining an immersive digital experience for various audiences through appropriate media outlets.

Specific Duties and Responsibilities:
- Plans, creates and executes engaging digital and video content for use on Newark Museum website, eblasts, blogs, social media and paid media platforms
- Devise a website content strategy based upon the overall marketing strategy developed by the Marketing team
- Generate ideas to attract attention of new and existing audiences through both traditional and digital tactics
- Identify new content opportunities by collaborating with other departments, as well as external partnerships (universities and other cultural institutions)
- In conjunction with the Public Relations manager, develop and maintain the content for a marketing calendar to ensure regular updates to all channels and to take advantage of marketing opportunities
- Works closely with the graphic designer to create and execute email marketing campaigns
- Explore ways to repurpose existing content with most current platforms in mind
- Monitor the Museum’s website and social media traffic, respond to feedback and implement content/design changes based on analytics
- Manage and update SEO efforts
- Keeps up to date on digital content trends, including related technology and delivery strategies
- Assist in various marketing-related activities with the Marketing team, both onsite and off, as needed.
Qualifications:
- Bachelor's degree or equivalent experience, with a minimum of 3-5 years' experience in marketing, communications or related field
- Excellent project management skills/detail oriented
- Analytical skills
- Working knowledge of HTML
- Familiar with WordPress or similar Content Management Systems
- Solid knowledge of social media platforms
- Superb creative writing and strong editing skills
- Ability to work in a deadline driven environment
- Expertise in content optimization and brand consistency

Salary: $70,000 a year

Interested candidates should submit resume and letter of interest to:

Human Resources
Newark Museum
49 Washington Street
Newark, NJ 07102
Fax: 973.642.0459
Email: humanresources@newarkmuseum.org

The Newark Museum is an equal opportunity employer.