

HISTORIC ST. MARY'S CITY

HISTORIC ST. MARY'S CITY IS HIRING FOR A SOCIAL MEDIA ASSISTANT

Historic St. Mary's City (HSMC) is a museum of living history and archaeology located on the site of Maryland's first capital (1634-1695). Decades of research are the foundation of exhibits assembled across the landscape. Recreated structures in the historic town center, a Woodland Indian hamlet, a tall ship, and a tobacco plantation staffed by costumed or uniformed interpreters help visitors understand the stories of this land now called Maryland. HSMC is one of Southern Maryland's leading tourism attractions and hosts an active school tour program. The museum is an independent instrumentality of the State of Maryland, within the Office of the Governor.

POSITION: Social Media Assistant

Salary range: \$35,000 - \$40,000

This is a position with limited benefits.

Job Overview:

The Social Media Assistant at Historic St. Mary's City develops content for and maintains day-to-day activity across all social channels. This position monitors, engages with, and grows an online community of history enthusiasts, nature and museum lovers, as well as those with a genealogical interest. The Social Media Assistant maintains an audience-first approach and maintains the brand and voice of a growing cultural institution on social media channels (including Facebook, Instagram, Twitter, YouTube, etc.). The right candidate has a passion for learning and storytelling, a desire to tell a full history, and aware of current social media trends.

Duties and Responsibilities

- Manage publishing and engagement on Facebook, Twitter, and Instagram with compelling content and diligent community management
- Maintain brand voice and message strategy across networks

- Promote HSMC's mission, collections, research, exhibitions, events, programs, and initiatives through both organic and paid social media
- Collaborate with across HSMC departments to gather, write, and edit content
- Develop an ongoing strategy for HSMC social channels
- Monitor, report, and respond to customer service issues
- Help determine the impact of all HSMC social media outreach; analyze and review the effectiveness of organic efforts and paid campaigns to help evolve ongoing social media strategy
- Implement and maintain institutional social policies and monitor social properties operated by other departments within HSMC

Qualifications

- Bachelor's degree required; museum, journalism, history, English, communications, or new media degree preferred
- 3-5 years of dedicated social media experience
- Exceptional communication skills, both written and verbal
- An eye for details and inconsistencies, both in writing and style
- Ability to adapt written voice to fit channel and brand
- Ability to analyze and report on social media performance metrics
- Experience using social media scheduling, monitoring, and engagement tools, e.g., Sprout Social
- In-depth knowledge and understanding of current social media landscape, trends, tools
- Self-starter with some project management skills, including schedule development, tracking, task prioritization, and an ability to meet tight deadlines
- Ability to negotiate the requests and needs of different internal stakeholders while firmly advocating for our audiences
- Ability to keep track of many small details without losing sight of the big picture

Preferred

- Experience creating storylines, shooting, and/or editing videos for social

- Experience with paid social campaigns
- Familiarity with The Chicago Manual of Style, AP Stylebook, and/or content style guides generally
- Familiarity with photo editing software, particularly Photoshop
- Familiarity with basic graphic design and tools, e.g., Canva or Adobe Suite

Applications must include a resume, cover letter, and writing sample.

- Please submit a resume and cover letter to porzia.purves@maryland.gov.
- Submit a writing sample as a single PDF to sharol.yeatman@maryland.gov with the subject line “Social Media Manager: [Insert Your Name]”. The writing sample should include:
 - Sample social media posts (up to 3) that Historic St. Mary’s City might create. Indicate the intended social platform for each post, and include or describe any visual aspect.
 - A longer writing sample (max. 500 words) from your previous work. This could be a blog or social media post.

Historic St. Mary’s City is an affirmative action/equal opportunity employer.