

American Alliance of Museums

Senior Manager, Social Media & Paid Ads

About the Alliance: The American Alliance of Museums (AAM) supports all museums across the United States, including aquariums, zoos, art museums, historic sites, parks, and gardens. Serving over 30,000 members including museums, museum professionals, and companies that support the sector, the Alliance is the largest national museum organization in the U.S. The Alliance serves its membership and the museum community through four pillar programs: Learning, Building and Connecting our Community, Advocacy, and Practice Management. Maintaining an annual operating budget of \$11M with 40 staff members, we are a 501(c)3 nonprofit headquartered in Arlington, VA and an equal opportunity employer.

The Opportunity: The Senior Manager, Social Media & Paid Ads is a newly created role that will serve as a core member of our marketing and digital experience team. This role is responsible for collaborating cross-departmentally to create social media content, managing AAM's social media presence across platforms, and working with our digital advertising partner to execute paid campaigns. AAM hosts thousands of resources on its website, a thriving online community, and the museum field's largest job board. We're seeking a creative and motivated person to join our team who can translate these resources into content that people want to engage with and share, and help other online communities find our resources.

Reports to: Assistant Director, Marketing & Communications

Department Size: 9

Direct Reports: N/A

Your Role in Action

Key responsibilities:

In partnership with the marketing and digital experience team, this role will develop, lead, and execute a data-informed digital growth strategy that will expand AAM's reach and audience engagement across social media channels.

Manage AAM's day-to-day social media strategy including:

- Overseeing the planning of a social media calendar across various platforms.
- Drafting copy for organic and paid content.
- Outreach on and representation of AAM in online communities and platforms where AAM's audiences congregate, including various Facebook groups, Reddit, LinkedIn communities, etc.
- Using a range of media formats including text, graphics, video, and interactive content to drive engagement and increase reach on AAM's social platforms.
- Working with contractors to produce select video and graphic assets.
- With team, maintain central recordkeeping for photos, logos, and other multimedia assets.

Craft creative social media campaigns that resonate with museum professionals:

- Work cross-departmentally to translate programs and member resources into social content.
- Identify opportunities for engaging storytelling formats.
- Design and implement social media campaigns from idea generation to content creation, scheduling, and performance analysis.

Digital advertising:

- Work with AAM's digital advertising partner to run retargeting ad campaigns for key initiatives.
- Run AAM's social media and Google ads campaigns for key initiatives.
- Assess the efficacy of advertising campaigns and iterate on advertising strategies to continuously improve ROI.

Establish KPIs and regularly assess the impact of AAM's social media strategy:

- Monitor and analyze performance metrics across all organic social media and paid ad campaign performance and extract insights to assess content effectiveness and audience engagement, providing regular reports to stakeholders.
- Use insights to manage adjustments in strategies to boost engagement and growth.
- Stay informed about best digital and social media practices and trends in order to adjust strategy and tactics as necessary.

What You'll Bring to the Team

- 3+ years of experience in social media strategy and content creation for an organization or agency.
- A keen understanding of social media trends.
- Deep understanding of Facebook, Instagram, LinkedIn, and YouTube publishing. Additional social media platforms, a plus.
- Demonstrated proficiency in content creation tools.
- Familiarity with social media analytics tools (e.g., Meta Business Suite, Google Analytics) and social media advertising platforms (e.g., Meta Ads Manager, LinkedIn Ads).
- Experience making direct-to-camera and vertical videos, either personally or coaching others to speak on camera, is a plus.
- Familiarity with graphic and video programs, including the Adobe Creative Suite, Canva, etc.
- Strong project management and time management skills. Experience with project management software is a plus.
- Understanding of best digital practices, as well as desire to stay up to date with new trends and a willingness to experiment and learn.
- Excellent writing, grammar, and copy editing skills. Experience editing content to different lengths for various digital platforms and formats, including text, informational graphics, video script, etc.
- Demonstrated ability to convey complex concepts in clear and concise language.
- Sound editorial judgement.
- Committed to maintaining accessibility best practices in their work, and champions DEAI.
- Strong communications skills, self-motivation, and ability to work independently and collaboratively with internal and external stakeholders.

Salary & Work Location

Salary: \$70,0000 Location: 2451 Crystal Dr. Suite 1005 Arlington, VA 22202

This position is open to hybrid or remote employees.

Interested Candidates should submit a resume and cover letter to hr@aam-us.org with the subject line: **Senior Manager, Social Media**

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. AAM values a diverse and inclusive workplace, so if you are excited about this role but your experience doesn't align perfectly with all of the qualifications, we encourage you to apply anyway. You may be just the right candidate for this or other opportunities.

For more information, please visit www.aam-us.org