

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION

Digital Marketing & Communications Coordinator

Inspiring Curiosity through Exploration

Valuing Nature's Wisdom

Department: Marketing and Public Relations

Position Title: Digital Marketing & Communications Coordinator

Primary Reporting Responsibility: Director of Marketing and Public Relations

Status: Full-time (37.5 hr./week) / Non-Exempt

Overview: At the Buffalo Society of Natural Sciences, we believe that science creates opportunities and shapes our world. We take pride in providing an environment that inspires curiosity, self-directed learning, and fun for our guests of all ages. We know that when you mix GREAT SERVICE with GREAT PEOPLE, the result is LASTING MEMORIES for our guests.

Summary of Position: The Digital Marketing & Communications Coordinator has accountability for supporting the marketing and public relations efforts of the Buffalo Museum of Science (BMS) and Tiff Nature Preserve (Tiff). Using a combination of creativity and analytical thinking, he/she/they will serve as the Society's lead for the Museum and Tiff's digital communications strategy and implementation, including digital advertising, email communications, and website management. She/he/they will work closely with the Director of Marketing & Public Relations, the External Relations department and BSNS Staff, and will report to the Director of Marketing and Public Relations.

Essential Functions:

Social Media

- Maintain the BMS and Tiff social media presence to ensure content aligns with the BSNS social strategy, and assist in maintaining the consistency of brand messaging and voice across all platforms.
- Working independently and in collaboration with a committee of content generators from across Society departments, develop written, graphic, and video content that drives engagement. Lead regular social media planning meetings to populate social media content calendars to meet established deadlines.
- Actively follow trending science news to generate timely, relevant, and relatable content. Proactively offer social-first campaigns and ideas to reach beyond current audiences to elevate BMS and Tiff as the leading cultural voice for science in our region.
- Monitor broader social media trends and emerging social platforms.
- Provide exemplary customer service through timely and accurate responses to direct messages and comments on all social pages, seeking guidance from appropriate BSNS staff as needed.

Digital Advertising

- Leverage Social Analytics, Google Analytics, and Google Tag Manager to build campaigns and make data-informed modifications to optimize performance. Monitor key metrics and prepare reports as needed.
- Work closely with the Society's Identity Brand Manager to produce eye-catching advertising graphics that lead to clicks and conversions.
- Develop and manage digital marketing budget, working closely with the Director of Marketing and Public Relations.
- Manage relationships and monitor activities and progress of third-party digital advertising partners.

Communications

- Provide day-to-day website management (Word Press) and ensure the BMS and Tifft sites show current and accurate information, proactively obtaining information and event details from stakeholders across the organization.
- Serve as point person for external web development partner to inform and maintain functionality to offer a positive and accessible user experience.
- Coordinate content and oversee production of printed bimonthly program guide and use content to drive regular strategic email communications (MailChimp) to maximize exhibit, program, and event attendance, as well as membership.
- Lead, initiate, and monitor marketing surveys on behalf of BMS and Tifft (SurveyMonkey).
- Manage listings on external event calendars, such as Buffalo News Gusto, Visit Buffalo Niagara, and WNY Family Magazine, to ensure listings are active, accurate, and up to date.
- Provide communications assistance for Society grassroots school and community communications and marketing initiatives.

General

- Assist the Director of Marketing & Public Relations with all marketing / communication-related work as needed.
- Actively support the execution of Society events, including setup and tear down.

Education/Experience:

- Bachelor's Degree in marketing, communications, public relations, or related field preferred
- 2-3 years' experience in content development and communications for a company, organization, or brand
- Minimum of one (1) year experience in managing digital advertising (Facebook/Instagram, Google) for a company, organization, or brand
- Minimum one (1) year experience with content management systems (CMS) and email platforms. Familiarity with Word Press and Mail Chimp a plus.
- Professional or personal experience capturing and editing quality photos and video content; familiarity with Adobe Premiere Pro a plus.

Additional Skills/Qualities Requirements

- Appreciation for science, education and the natural environment
- High attention to detail; excellent grammar and communication skills
- Able to understand and interpret data, trends, and reports to make informed decisions
- Strong sense of accountability; demonstrated commitment to meeting deadlines and deliverables
- Ability to multi-task and manage multiple projects in a fast-paced work environment
- Self-motivated and enthusiastic personality with a desire to continue learning new skills and a commitment to personal and organizational success
- Comfort working on both individual and group projects
- Exemplary critical thinking and decision-making skills
- Ability and willingness to work weekends / evenings as required by the needs of the Society
- The Society's culture is one of collaboration, collegiality, and teamwork. The Digital Marketing & Communications Coordinator must have a desire to work in a mission-first and audience-centered culture following the Society's core values of integrity, engagement, diversity, and knowledge. The Digital Marketing & Communications Coordinator must intend to produce products and experiences of exceptionally high quality and to enjoy work and colleagues.

At the Buffalo Society of Natural Sciences, we believe that to achieve the greatest potential in opportunity, innovation, and discovery, as well as to reach the highest level of effectiveness and well-informed decision making, diversity of experience and viewpoints is paramount. Further, as a mission-

first organization that seeks to be a welcoming and welcomed resource for all in our community, the Society strives to reflect the great diversity of those living in western New York. We encourage applications from individuals of all backgrounds and life experience. The Buffalo Society of Natural Sciences is an Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, national origin, age, disability, or genetic information.

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time.

Please send cover letter, resume, salary requirements, writing and visual content samples, and names of three references to careers@sciencebuff.org.

EOE