

# St. Augustine Lighthouse and Maritime Museum, Inc. & Subsidiaries

## Job Description

Job Title:	<b>PR Social Media &amp; Creative Graphics Specialist</b>		
Reports to:	Director Development Division		
Department:	Development Division	FLSA:	Non-Exempt

### **JOB SUMMARY:**

Responsible for managing all public relations, marketing, advertising and graphics content to ensure brand consistency and professionalism. This position ensures compliance with the By-laws, Brand Architecture, Tag Lines, Style Guide and Logo uses in all areas and this position works closely with PR Communications Specialist. This position supports our PR Communications Specialist

The ultimate measurement of this position's success is the measurable increase in donations, attendance, market-share and awareness.

### **PRIMARY RESPONSIBILITIES:**

Responsible for managing Public Relations, Social Media and Publication of print and digital collaterals for our graphic design work.

- Produce and publish mass communications including email blasts, donor newsletters and the *Spyglass* membership magazine.
- Write, edit and revise content as necessary to keep the organization fresh and current and to maintain quality.
- Adhere to the Corporate Identity and Style Guides.
- Work with volunteers and reasonable contracts to do the above.
- Meet FAM tours and VCB contacts on site to help set up filming and media stories.
- Provide ongoing media training to the management team and volunteers. Ensure management and volunteers have the skills and confidence to deliver appropriate messages during interviews with the media.
- Content creation management
- Performs other duties as assigned.

### **GRAPHICS**

- Produces or manages professional web and print designs that meet the organization's corporate style guide.
- Develop dynamic, engaging video and photo content for use in print publications, web designs, social media and other mediums.
- Work with printing vendors to produce professional materials at competitive prices.
- Develop and update key organizational branding pieces including logos, nametags, business cards, letterhead, etc. according to organizational policy/.
- Design engaging web and print advertising pieces in-line with advertising campaign directives.
- Assist in creating website content aligned with Museum's goals and mission to optimize impressions and conversions
- Performs other duties as assigned.

## **ANALYTICS**

- Manage the Google Ads Account and create campaigns to support the Museum's goals and mission
- Analyze Google Ads account daily and provide monthly reports to management
- Manage the Facebook account, ad campaigns, and analytics
- Monitor analytics of social media platforms with social media team to identify viable ideas and implement best practices using Hootsuite to monitor
- Communicate regularly with staff and/or management status or changes
- Provide support to marketing and development teams at events requested

## **REQUIRED SKILLS**

- Bachelor's Degree in Communications or related field
- Experience in Google Ads management
- In depth working knowledge of social media platform analytics
- Basic knowledge of Microsoft Word, Microsoft Excel, Adobe Photoshop
- Excellent interpersonal, oral and written communications skills.
  
- A desire for excellence in regards to proofing and driving to results.
- Professional experience with Microsoft Word, Microsoft Excel and the Adobe Creative Design Suite including Photoshop, InDesign and Illustrator
- Flexible, adaptable, problem solver with a sense of humor.
- Able to multi-task in a busy office environment
- Experience in designing for print web and digital
- Ability to work with vendors

## **Preferred Skills**

- Experience in Google Ads management
- Experience in Video Editing
- Experience with Wordpress

## **QUALIFICATIONS:**

Bachelor's degree or proven PR Marketing track record. Minimum three (3) or more years of experience inside a Museum or other non-profit setting is preferable. Has experienced front line PR and Marketing with Graphics. Experienced in managing design projects, preferable some knowledge of computer graphics systems and MS Office Suite. Experience with managing a company's social media account (Minimum of 1 year).

The ability to handle multiple tasks and meet continuous deadlines. Must be in front of our visitors, press, VIP's for the promotion of our organization, but should also be able to focus on a detailed written and designed project to meet deadlines. Should be an excellent communicator both orally and written. It is very important to be a self-starter and motivated to promote our organization.

## **ESSENTIAL FUNCTIONS/PHYSICAL REQUIREMENTS:**

The duties above indicate the essential functions of the job. Physical requirements will exceed those from a normal office environment; moderate lifting may be required. Must be able to climb the lighthouse tower and perform required site duties including standing a tower and base shift for periods of 2.5 to 3 hours or as required for guest safety. This job will be carried out in a typical Florida outdoor environment; able to lift 25 lbs.

## **SUPPORT OUR MISSION**

To Discover, Preserve, Present and Keep Alive the Stories of the Nation's Oldest Port as Symbolized by our St. Augustine Lighthouse.

## **CONFIDENTIALITY**

**Individual has signed the company's confidentiality agreement and follows all our social media policies and process**

## **INTERESTED APPLICANT**

If you're interested in the position please email a cover letter to Cheyenne Genovar or Martin Corlieto explaining your skill set and why you think you'd be a good fit for the job. Please also include what skills/responsibilities that don't fit you. It is okay if you don't have experience in every aspect, please indicate it.

**Cheyenne Genovar – [cgenovar@staugustinelighthouse.org](mailto:cgenovar@staugustinelighthouse.org)**

**Martin Corlieto – [mcorlieto@staugustinelighthouse.org](mailto:mcorlieto@staugustinelighthouse.org)**