



OCEANSIDE MUSEUM OF ART

Communications Specialist

Oceanside Museum of Art - Oceanside, CA

Oceanside Museum of Art (OMA) is seeking to enhance our growing digital communications strategy with a creative and effective **Communications Specialist**. This individual would be responsible for implementing the museum's marketing strategy as it relates to social media, email marketing, and other digital communications as needed. This is an exciting time at the museum as we celebrate our 25th anniversary and look forward to a growing future..

Skills:

The ideal candidate will possess extraordinary energy, drive, and vision. Experience within the cultural sector with a vested interest and history of success using digital approaches to marketing—social media, email marketing, web-based promotions, SEO, etc. Keeping up with the arts in general and regional arts specifically, is highly desirable. We are looking for someone with a passion for sharing arts and culture through accessible digital means. This position relies on a strong ability in social media management and email marketing. Creativity and collaboration is a must.

Key Responsibilities:

- Support OMA's overall marketing strategy through effective use of social media; content creation, community management, analytics tracking, etc.
- Coordination of content and design for weekly email newsletter
- Working within the marketing team, design new strategies for email communications
- Assist with other marketing efforts as assigned by the Marketing Manager
- Manage and collaborate with each department and Marketing Manager to coordinate content across the organization
- Collaborate and manage volunteers and interns to execute strategies and meet objectives
- Build partnerships with other organizations, businesses, and individuals via social media to expand our digital community
- Provide monthly reports to Marketing Manager
- Availability to attend and document on-site events as needed

Reports to: Marketing Manager

Qualifications and Job Requirements:

Desired qualifications include: creativity and excellent storytelling skills; demonstrated success in planning and conducting marketing and branded communications campaigns; knowledge and understanding of contemporary social media platforms; facility at developing effective internal and external working relationships with colleagues; knowledge of national arts and audience trends; excellent research, writing, and organizational skills; ability to perform effectively in a fast-paced environment; and a high level of creativity and entrepreneurship.

The ideal candidate will also:

- Be fluent in design software and Microsoft Office
- Graphic design skills a big plus but not required
- Understand fundamentals in database management
- Savvy understanding of analytics-based social media
- Understanding of effective email communications
- Self-starter when it comes to investing in a creative project

Job Type: Flexible work week; minimum 16 hours, not to exceed 25 hours per week

Salary: Hourly, \$18-20 per hour based on experience

Required education: Minimum BFA or equivalent

Preferred: Knowledge and interest in the arts

Schedule: Able to work extended hours as needed to achieve business objectives with leadership advance approval

The above description covers the principal duties and responsibilities of the job. The description shall not, however, be construed as a complete listing of all miscellaneous, incidental or similar duties which may be required from day to day. The Company reserves the right to change position or position scope at any time at its sole discretion.

Located in a burgeoning coastal city along the cultural corridor between Los Angeles and San Diego, Oceanside Museum of Art (OMA) explores new, relevant, and historical art of Southern California. Like art itself, OMA is always fresh, sometimes edgy, sometimes traditional, and frequently unexpected. The OMA experience stimulates imagination, presents new ideas, and challenges the familiar in a welcoming environment for those new to art, longtime museum-goers, artists, art students, or simply the curious.

Oceanside Museum of Art (OMA) is an equal opportunity employer and considers all candidates for employment regardless of race, color, sex, age, national origin, creed, disability, marital status, sexual orientation or political affiliation.