



OCEANSIDE MUSEUM OF ART

Communications Specialist

Oceanside Museum of Art - Oceanside, CA

ABOUT OMA

Proudly located in the heart of the Oceanside, California Cultural District, Oceanside Museum of Art (OMA) is dedicated to bringing people together to explore the art and stories of Southern California artists since 1997. Through inspiring exhibitions, award-winning education programs, and dynamic events, activities, and offerings, OMA visitors of all ages, interests, and backgrounds experience a welcoming, friendly, and inclusive hub for creativity, connection, and learning through art. A little edgy, willing to take risks, and unpretentious, OMA is a reflection of the identity of the coastal community of Oceanside along the cultural corridor between Los Angeles and San Diego. OMA showcases the best visual arts talent in the region and celebrates the inspiring and transformative power of art. For more information on Oceanside Museum of Art, visit www.oma-online.org.

JOB DESCRIPTION

Oceanside Museum of Art (OMA) is seeking a creative, tenacious, and effective Communications Specialist to be responsible for planning, developing, and implementing the museum's digital marketing strategies in support of driving the museum's attendance and revenue goals, including but not limited to social media, email newsletter, website content, and more.

Job Type: Part-time hourly position (24 hours per week, not to exceed 30 hours). Requires occasional evenings and weekends.

Compensation: \$22/hr

TYPICAL DUTIES AND RESPONSIBILITIES

Under the direction of the Director of Communications, Marketing, and Community Engagement:

- Proactively determine opportunities to amplify compelling stories that tie back to OMA.

- Serve as a brand ambassador and adhere to the company's style guide, ensuring that we produce high-quality, error-free content.
- Collaborate with OMA team members and departments to plan, design, and coordinate content for distribution via marketing channels (including videography/photography).
- Evaluate news-worthiness of content, develop website and social media content, and determine distribution strategies to highlight the museum's efforts.
- Produce and execute social media strategy, including but not limited to Facebook, Instagram, and YouTube.
- Produce and execute email marketing campaigns, including building emails from templates, copywriting, asset coordination, and scheduling.
- Produce compelling and engaging graphic designs and video content for use in multiple areas, including but not limited to social media, website, and email marketing content, signage, front desk collateral, etc.
- Populate online event calendars with OMA exhibitions and programming.
- Back up and store media coverage and photography.
- Build effective target audiences and segments for every marketing campaign to drive engagement and revenue performance against KPI goals.
- Pull and assess analytics across multiple platforms to provide regular campaign performance reports that highlight metrics including but not limited to open rates, click through rates, conversions, revenue, revenue lift, subscribes, unsubscribes, followers, etc. to Director of Communications, Marketing and Community Engagement.

MINIMUM QUALIFICATIONS:

- Minimum Bachelor's Degree or equivalent experience.
- Excellent written communication and copywriting skills.
- Excellent graphic design skills.
- Exceptional attention to detail.
- Proactive, tenacious work ethic with a positive and enthusiastic mindset.
- Ability to work under tight deadlines in a fast-paced environment.
- Strategic self-starter with the ability to initiate creative projects.
- Excellent organizational and project management skills; knowledge of task management tools such as ClickUp.
- Demonstrated success to plan and conduct marketing and communications campaigns.
- Knowledge and understanding of email platforms and automation, particularly MailChimp.
- Knowledge and understanding of social media platforms and social media analytical tools such as Later, Buffer, Facebook Business Manager, etc.

- Ability to collect and analyze website and social media data to assess performance; ability to make recommendations based on data assessments.
- Ability to create short, compelling videos (shoot to edit) for social media and other content.
- Ability to use graphic design tools such as Photoshop, InDesign, and Canva.
- Knowledge of using CRM tools for lead generation efforts; understanding of fundamentals in database management.
- Ability to craft reports evaluating KPIs and campaign performance.
- Understanding and experience working in collaboration with partners and peers to plan, coordinate, and implement from simple to complex events.
- Ability to coordinate and collaborate on event and event management.

DESIRED SKILLS AND ABILITIES:

- Knowledge of and interest in the arts.
- Creative problem solver with energy, drive, and vision.
- Experience within the cultural sector, specifically contemporary communications trends.
- Tracks and maintains awareness of social media and marketing trends; understands how to work through shifts in social media algorithms.
- Maintains awareness of arts marcomm trends, particularly in the region.
- Has a vested interest in and history of success using alternative and online approaches to marketing—web-based promotions, social media, relational communication, developing innovative partnerships to implement collaborative efforts, etc.
- Able to work extended hours as needed to achieve business objectives with leadership advance approval.
- Bilingual fluency in Spanish (spoken and written).

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.