



Levine Museum of the New South Digital Marketing Manager

About Us

Levine Museum of the New South's (LMNS) mission is to connect the past to the future to realize the promises of a new South.

Levine Museum uses history to build a just and equitable community through experiences, programs, and services that help people understand the world today through the lens of history and inspire them to imagine a stronger, more equitable future. As Charlotte's premiere memory-keeper and storyteller, Levine Museum serves adults, families, students, educators, corporations, and civic organizations through experiences that animate history through dialogue and programs that aim to make a difference.

The Position

The Digital Marketing Manager position will help promote the Museum's brand, vision, and offerings. As a vital Marketing team member, this position works closely with key colleagues across the organization to create compelling messaging around our experiences (exhibitions, programs, school resources, and digital projects), manages our online presence, and engages with our community to drive engagement online and in person. This position reports to the Director of Marketing.

Key Responsibilities

In this role, we are looking for someone savvy with digital content and social media and is also highly organized, results-driven, and analytical. A successful Digital Marketing Manager will:

- Develop and execute a comprehensive social media strategy across various platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube);
- Develop, edit, and publish high-quality content (images, videos, and written copy) that builds brand awareness and encourages engagement with a strong CTA for social media, email marketing, and website copy;
- Frequently attend programs, exhibition openings, etc., to capture timely content (videography and photography) to promote Levine Museum on social media;
- Support the Director of Marketing in managing the museum's marketing efforts, including but not limited to the editorial calendar, social media, website maintenance, email marketing, advertising, etc.;
- Monitor and analyze the effectiveness of social media campaigns/paid ads and strategies, collecting and analyzing data to optimize future content;

- Coordinate with other departments for launches, promotions, events, and marketing initiatives;
- Interact with audiences and other stakeholders via our social media accounts;
- Stay informed about best practices for cultural institutions and other relevant and innovative organizations.
- Set key performance indicators (KPI's) for social media campaigns and analyze the data accordingly.

Requirements

- Bachelor's Degree;
- 3+ years of experience managing successful social media platforms, experience with cultural institutions preferred, with a focus on paid advertising, growing brand awareness, and engaging audiences;
- Experience with WordPress, including managing, editing, and updating content;
- Experience with Mailchimp or similar newsletter database;
- Excellent oral and written communication skills;
- Detail-oriented;
- Knowledge of best practices for social media, digital & email marketing;
- Ability to work in a hybrid or remote office environment as needed;
- Strong organizational and project management skills;
- Experience with video editing and graphic design preferred;
- Self-starter/flexible team player who can juggle multiple projects and meet deadlines;
- Regularly attend LMNS events, including evenings and weekends, when needed.
- A passion for history, education, and community building is essential.

Apply

Please send resume, cover letter, and a portfolio of work samples and social media accounts you've managed to: Courtney Whiteside, cwhiteside@museumofthenewsouth.org. Salary range is \$55k-\$65k; salary is commensurate with experience. We will review applications until the position is filled. No phone calls please.

At Levine Museum of the New South, diversity and inclusion are core values. We do not discriminate on the basis of race, color, religion, creed, ancestry, national origin, sex, age, disability, marital or veteran status, sexual orientation, gender identity, or any other legally protected class. We strongly encourage individuals with diverse backgrounds to apply.