



JOB TITLE: Social Media Strategist

REPORTS TO: Director, Brand Marketing and Public Relations

FLSA: Hourly

Salary Range: \$26 - \$29 Hourly

DATE: July 2025

ORGANIZATION MISSION

The National Civil Rights Museum (NCRM), located at the historic Lorraine Motel, honors, and preserves the legacy of Dr. Martin Luther King, Jr. We chronicle the American civil rights movement and tell the story of the ongoing struggle for human rights. We educate and serve as a catalyst to inspire action to create positive social change.

POSITION SUMMARY

Reporting to the Director, Brand Marketing and Public Relations, the Social Media Strategist will have primary responsibility for creating social media campaigns and the day-to-day management of NCRM's social media platforms. Under the Director's supervision, the Social Media Strategist will adopt and implement social media best practices across all NCRM social media channels, as well as plan content and develop content calendars to be shared in advance with the Marketing team and other teams as appropriate. The Social Media Strategist will gather data and regularly share analyses to consistently improve NCRM's brand awareness and engagement, as well as deliver on shared goals for revenue generation. This position must work collaboratively with the Marketing team, as well as cross-functionally with other NCRM teams, with a focus on driving brand awareness of the National Civil Rights Museum, encouraging museum attendance, and inspiring philanthropic giving to support the Museum's mission.

JOB RESPONSIBILITIES

- Collaborates with the Director, Brand Marketing and Public Relations to develop strategy and establish success metrics of social media; uses analytics tools to gauge the successful outcomes of posts and campaigns
- Develops strategies to meet overall institutional strategic goals and ultimately increase audience engagement and revenue growth year over year
- Creates, plans and schedules content for all NCRM social media platforms, keeping content on social media up-to-date
- Optimizes social media accounts to look more visually attractive, interactive, and engaging, such as profile pictures, descriptions, and calls to action
- Develops and maintains strong knowledge of NCRM's programs, events and priorities to effectively represent the Museum and garner engagement and support from NCRM's national and international audience
- Regularly and proactively collaborates with NCRM departments Marketing, Development, Education and Engagement teams to identify content ideas and ensure content is appealing and informative for the reader
- Collaborates with the Marketing team before, during and after campaign launches to assess success of ROI, audience engagement and member/donor acquisition goals

- Owns and supports shared marketing and development team goals in driving fiscal year earned (e.g. admissions, Museum Shop, group sales) and contributed (e.g. fundraising/donations) revenue outcomes
- Appropriately interacts with the NCRM audience on social media accounts with a professional and positive tone, responds to comments, engages with questions, posts engaging content, and encourages our audience to leave reviews or comments
- Research new social media strategies, tools, tactics, and best practices staying abreast of emerging trends
- Must be an excellent communicator, a versatile creative writer, producer, and a team player
- Must be able to manage multiple projects simultaneously, at various stages of development, with a keen eye towards timelines and deadlines
- Collaborates effectively as a social media subject matter expert within the Marketing team, as well as other NCRM functional teams including Interpretation, Collections and Education, and Community Engagement
- Other duties as assigned and required to execute the overarching objectives and intent of the position

TYPICAL PHYSICAL / SOCIAL REQUIREMENTS

- Requires the ability to operate general office equipment and occasionally move various office items weighing approximately 15 lbs. or less
- While much of the work is performed inside, some outdoor work is required during various Museum-related functions
- Some travel may be required as appropriate to attend conferences and other business-related meetings
- Will be required to attend some evening and weekend events to capture social media content and as a member of the NCRM team
- Must possess a valid state driver's license

MINIMUM QUALIFICATIONS

- Knowledge ordinarily acquired through a bachelor's degree or 5-7 years of relevant for-profit or non-profit experience
- At least 5+ years of experience in social media and/or digital marketing
- Working knowledge of relevant applications, including basic graphic design/digital asset management software (e.i., Canva, Adobe Creative Cloud, Dropbox, SmugMug) and proficiency with Microsoft tools including Excel, Word and PowerPoint
- Ability and willingness to learn new systems/platforms as required to produce the work and/or to facilitate collaboration with the NCRM team (e.g., MS OneNote, Teams, Planner, etc.)
- Understands complex verbal or written instructions, with attention to detail and follow-through
- Ability to plan, organize, coordinate, and prioritize time and projects, including multi-tasking and ability to manage multiple priorities
- Represents the National Civil Rights Museum in a manner that supports a positive reflection of the organization
- Effective communication skills, both verbally and in writing, for collaboration with internal and external stakeholders

Please send your resume and portfolio along with a cover letter to Connie Dyson, Brand Marketing & Public Relations Director, [at cdyson@civilrightsmuseum.org](mailto:cdyson@civilrightsmuseum.org)