

# Henry

## Digital Engagement & Communications Specialist

### ABOUT THE HENRY

The Henry Art Gallery was founded as Washington State's first art museum in 1926, on the principle that art stimulates inquiry, fosters knowledge, and builds healthy communities. Located on the campus of the University of Washington (UW), Seattle, the Henry is internationally recognized as a pioneer in the research and presentation of contemporary art. Learn about our mission and vision: [henryart.org/about](http://henryart.org/about).

### POSITION PURPOSE

The Digital Engagement and Communications Specialist plays a key role in managing and growing the museum's social media and digital presence. Working collaboratively across all departments, the position is the strategy lead on driving engagement on the museum's social media platforms, with the goal of cultivating new audiences, increasing museum visitation, and raising the profile of the Henry as a leading museum for contemporary art and ideas. The role requires a keen understanding of social media trends, solid data analysis and writing skills, and creative thinking to continuously optimize and expand the museum's social media presence. Additional responsibilities include website management, e-newsletter development, and media relations. As a member of the communications team, the Digital Engagement and Communications Specialist supports department work flows and contributes to department initiatives and planning.

### COMMITMENT TO EQUITY

The Henry acknowledges the historical structures and social dynamics that have continuously oppressed communities of color and we acknowledge our part in institutional racism. We also acknowledge that we are situated on the land of the Coast Salish peoples.

We are actively committed to racial equity and to building a strong foundation of inclusivity and awareness in all we do. We value discourse that brings forward voices and positions that have been – and continue to be – oppressed. We do not tolerate hate speech or actions.

We recognize that we are in the process of embodying these values across our exhibitions, programs, and operations; this is our ongoing work.

The Henry Art Gallery is a part of the University of Washington. For more information about race and equity at the UW, see [washington.edu/raceequity](http://washington.edu/raceequity).

**PAY:** \$25 - \$28 per hour, depending on experience

**SCHEDULE:** 36 hours per week (90% Full-Time Equivalent or FTE), Tuesday – Friday; approximately 20-30 evening and weekend hours per year

**REPORTS TO:** Director of Communications & Public Relations

## **WHAT THE DIGITAL ENGAGEMENT & COMMUNICATIONS SPECIALIST DOES:**

- Develops strategies for and manages the museum's social media platforms, including (but not limited to) Instagram, Facebook, Twitter, and YouTube
  - Creates effective and persuasive social media campaigns that resonate with the museum's intended audiences and supports the Henry's brand and strategic goals
  - Develops a monthly calendar of social media content that aligns with the Henry's varied programming and key dates such as exhibition openings and public programs
  - Develops creative assets for posts, including video content and photos such as behind-the-scenes, artist interviews, and more
  - Writes, edits, and adapts captions unique to each channel, coordinates review process, and manages scheduling and posting
  - Interacts with people and organizations online, engaging actively and authentically in conversation and responding to emerging inquiries and questions
  - Tracks and analyses results of social media campaigns with an eye towards optimization and audience growth
  - Conducts marketing and industry research to stay on top of social media trends and identify audience development opportunities
  - Develops new strategies to continuously evolve and expand the museum's social media presence
- In collaboration with the Director of Public Relations & Communications, manages the museum's e-newsletters and digital invitations (approx. 5-12 per month), including content development, review, and list management
- Reviews and edits a wide range of copy, including exhibition and program descriptions and institutional messaging
- Updates and maintains website content
- Supports media relations efforts, including managing image assets and tracking media coverage
- Submits programs, exhibitions, and museum information to community calendars
- Supports graphic design projects, including captioning and transcribing of video content and light work in Adobe Creative Cloud
- Works closely with Communications team as well as other department on developing new strategies to boost the museum's visibility and audience engagement, including participation in monthly team meetings and the museum's Strategic Plan
- Supervises a 10-hour work study position (effective October 2024)
- Other duties as assigned

## **REQUIRED SKILLS:**

- Passion for social media and engaging with online communities
- A minimum of two years of experience working in a marketing and/or communications position, preferably related to social media and digital engagement
- Solid knowledge of marketing strategies and curiosity to continuously learn
- Strong organizational and time-management skills
- Ability to multitask and meet deadlines in a fast-paced environment
- Strong verbal and written communication skills
- Meticulous copyediting and proofreading skills

- Creative and strategic thinking skills
- Ability to adapt stories for multiple platforms and audiences
- Ability to work independently as well as collaborate across teams and at all organizational levels

**DESIRED SKILLS:**

- A degree in Art History, Communications, Journalism, English, Museology, Public Relations, or a related field, or equivalent work experience
- Working knowledge of Mailchimp, SproutSocial, Google Analytics, and Adobe Creative Cloud products
- Experience in data analysis and industry/market research, ability to generate and present ideas based on data points
- A sense of humor is a plus!

If the above description does not fit you precisely but you think you would be an excellent fit for this role, please apply. We encourage you to speak directly to areas of potential growth, interest, and/or experience in your cover letter.

**STATUS:** Regular Full-time, FLSA non-exempt, benefits eligible

**BENEFITS:**

- **Medical, Dental, Vision:** Eligible to enroll in the Henry's medical, dental, and vision insurance package. The Henry pays 100% of the cost for employees.
- **Vacation:** Accrue Vacation hours at a rate that increases with years of service, beginning at a rate of 9 hours per month (amounting to approximately 12 days or 3 weeks, using the Henry's standard work week of Tues-Fri).
- **Holidays and Holiday Credit:** 11 paid holidays, plus 1 annual personal holiday; eligible to accrue Holiday Credit hours for holidays falling on non-work days at a rate of 7.2 per holiday
- **Sick Leave:** Sick leave accrued at a rate of 1 hour of sick leave per every 40 hours worked
- **Retirement:** Employees can elect to participate in the Henry's 403(b) retirement plan and make contributions per payment through deferred compensation; after six months of employment, the equivalent of 3% of your compensation will also be contributed by the Henry

**The employee will have also have access to or receive:**

- Affiliate University of Washington employee status, with access to such things as: the UW library system, ability to purchase an IMA gym [membership](#)
- One UW Professional and Organizational Development ([POD](#)) Course per year
- A Professional Membership to the American Alliance of Museums ([AAM](#))
- Up to \$50.00 reimbursement for materials towards the employee's understanding of Diversity, Equity, Accessibility, and Inclusion
- Public Transportation Reimbursement Program: the Henry will fully reimburse the cost of a quarterly [U-PASS](#), or up to \$150 of actual expenses for ORCA purchases per quarter

**APPLY:** Please send a cover letter and resume to [opportunities@henryart.org](mailto:opportunities@henryart.org), in one PDF if

possible. Applications received by September 13, 2023 will be reviewed first. No phone calls, please.

Diverse backgrounds make us stronger. We highly encourage Black, Indigenous, People of Color, LGBTQ+, and individuals of all abilities to apply.