



Title: Digital Content Manager

Hours: Full time, hours vary with events, overtime exempt.

Reports to: Director of Marketing

Description: The Digital Content Manager creates marketing content to support Independence Seaport Museum. S/he works on department strategy and implementation of marketing materials, such as emails, reports, newsletters, programs, websites, videos and content for digital and electronic media.

Qualifications:

- Bachelor's degree and minimum of 3-5 years of experience in website management and analytics, content strategy, and/or digital marketing; experience working through a website launch that significantly enhanced user experience.
- Excellent writing, editing, and research skills, and ability to frame and draft compelling messages.
- Proficient with Adobe Design Suite, basic HTML and CSS.
- Experience in education or nonprofit strongly preferred.
- Strong project-management and organizational skills.
- The ideal candidate will be flexible, resourceful, detail-oriented, and proactive with strong interpersonal skills and a sense of humor.

Duties:

- Coordinate regular team meetings to ensure digital marketing and web strategies are aligned with organizational priorities and events.
- Serve as key point of contact for web and email vendor.
- Research and recommend features, functions, and solutions to create compelling digital content that enhances Independence Seaport Museum's ability to reach and engage a broader constituency.
- Ensure integration of content across channels.
- Develop and manage metrics reporting and analysis of the website performance and online communications efforts.
- Oversee Independence Seaport Museum's email marketing efforts including bimonthly e-newsletter and other fundraising cultivation and appeal emails.
- Develop and manage multi-channel digital campaign calendar, partnering closely with colleagues across departments.
- Develop digital cultivation and fundraising programs and strategies and work to ensure marketing tactics are implemented on time and within budget.
- Establish online metrics and reports.
- Manage internal production for re-launch and subsequent updates to Independence Seaport Museum website including planning, process and policy development, monitoring, and metrics and reporting.
- Serve as website producer; ensuring consistency of website content and strategy across digital properties.
- Regularly audit Independence Seaport Museum's digital content and develop strategies, production timelines and asset requirements to keep content fresh and timely.
- Define and manage SEO/SEM strategies to increase search engine rankings.
- Other duties as assigned.

To apply:

Send a brief cover letter, resume and writing sample in an e-mail to Amanda Edelman at aedelman@phillyseaport.org. No phone calls.

Independence Seaport Museum deepens the appreciation, understanding and experience of the Philadelphia region's waterways through history, science, art and community. For more information, please visit phillyseaport.org.

Location: Independence Seaport Museum, 211 S. Columbus Blvd., Philadelphia, PA 19106. The Museum is easily accessible by public transportation and nearby parking.