



Smithsonian Enterprises

Career Opportunity This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Social Media Editor Announcement Number SE-23-0119

OPEN DATE	November 21, 2022
CLOSING DATE:	December 5, 2022
PAY BAND:	G
SALARY:	\$58,000 -\$60,000 (Commensurate with experience)
APPOINTMENT TYPE:	Indefinite
SCHEDULE:	Full-Time
DUTY LOCATION:	New York, NY

Who may be considered for employment: All qualified applicants eligible for employment in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs.

KEY REQUIREMENTS

- Pass Pre-employment Background Check and Subsequent Background Investigation for a position designated as Low Risk
- Complete a 1-year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- Males born after 12/31/59 must be registered with Selective Service
- U.S. employment eligible

For the latest information on the COVID-19 vaccination requirements and its impact on your application, click on Smithsonian Institution's [Frequently Asked Questions](#).

SUMMARY:

Reporting to the Digital Strategy Director, the Social Media Editor is responsible for monetizing audiences across Smithsonian Enterprise various social channels, including Instagram, Facebook and Twitter. This job requires extensive knowledge of both organic, content-driven strategies as well as paid advertising. The incumbent will work closely with our Marketing, Advertising and E-commerce teams to support and manage projects and campaigns that utilize a variety of tactics to convert audiences.

The Social Media Editor will be involved in building strategies to effectively monetize our audiences by driving engagement and traffic to convert them into subscribing members or paying customers. This role requires social media content creation, including native social content, such as social graphics or Instagram Stories as well as experience building paid social media campaigns and social ads. The person should have a passion for and clear understanding of analytics to ensure successful optimizations and implementations for social media efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

- Collaborate with colleagues across the Media division including Advertising, E-Commerce and Journeys on the creation and execution of social media content strategies to maximize revenue to support advertising, membership and e-commerce.
- Responsible for the creation, production and distribution of revenue-supporting social media content across social platforms.
- Manage day-to-day social media paid advertising, from production of campaigns and assets to optimization, using data to ensure successful delivery and exceed client expectations, and ultimately client reports.
- Identify opportunities for audience engagement as it relates to revenue growth with new social products, including social-first content strategies and tactics.

REQUIREMENTS AND QUALIFICATIONS:

Bachelor's degree (B.A.) from a four-year college or university and/or 3-5 years of related experience training; or equivalent combination of education and experience.

- Minimum of 5 years' experience in Web and print journalism.
- Experience in the use of Zoom webinar functions and web-based content management systems.
- Fluency in Microsoft PowerPoint and other presentation software
- Knowledge of journalistic standards in accuracy and ethical reporting methods
- Knowledge of best practices in search engine optimization (SEO)
- Superb writing and reporting skills
- Excellent attention to detail, communication skill and a well-developed ability to turbo multi-task.
- Strong familiarity with day-to-day website management and the tools utilized in all aspects of web work.
- Experience and talent working both independently and in a team-oriented environment.
- Ability to be flexible during times of change, shifting priorities, demands and timelines.
- Strong written, verbal communications and inter-personal skills.
- Ability to learn, understand and apply new technologies and tools.
- Ability to effectively prioritize and execute tasks in multiple concurrent efforts.
- Fluency in HTML, Adobe Photoshop, word processing and Excel applications.
- Skill in communicating orally and in writing with clarity necessary to carry out duties in an efficient and effective manner.
- Excellent written, verbal, research, organizational and analytical skills.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

Smithsonian Enterprises is a division of the Smithsonian Institution, the world's largest museum and research organization. Established in 1846 with a bequest from English Scientist James Smithson, the Institution currently encompasses 19 museums and galleries, the National Zoo and 9 research centers. The Smithsonian has facilities in 7 states, the District of Columbia and the Republic of Panama supporting over 6,200 employees.

Smithsonian Enterprises encompasses the Media Group, Retail Group, and Consumer Education Products and Licensing.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

To Apply:

<p>Please forward a resume, salary requirements and cover letter to: Application materials submitted without salary information will not be considered. Applicants not</p>	<p>SECareers@si.edu Please include the position title in the subject line.</p>
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meeting the mandatory and minimum requirements will not be considered.	
Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. What to expect next: After a review of applicants is complete, qualified candidates' résumés will be referred to the hiring manager.	

Relocation expenses are not paid.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian offers a number of exceptional benefits to its employees who qualify. Benefit programs include:

Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care)

The attached Applicant Survey Form should be completed by all candidates, except **Smithsonian Institution employees**, and returned with application materials. This form is for gathering statistical information and will not be a part of the application.

Vacancy Announcement No.:
Position Title:

YOUR PRIVACY IS PROTECTED

This information is used to determine if our equal employment opportunity efforts are reaching all segments of the population, consistent with Federal equal employment opportunity laws. Responses to these questions are voluntary. Your responses will not be shown to the panel rating the applications, to the official selecting an applicant for a position, or to anyone else who can affect your application. This form will not be placed in your Personnel file nor will it be provided to your supervisors in your employing office should you be hired. The aggregate information collected through this form will be kept private to the extent permitted by law. See the Privacy Act Statement below for more information.

Completion of this form is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Thank you for helping us to provide better service.

1. How did you learn about this position? (Check One):

- Agency Internet Site recruitment
- Private Employment Web Site
- Other Internet Site
- Job Fair
- Newspaper or magazine
- Agency or other Federal government on campus
- School or college counselor or other official
- Friend or relative working for this agency
- Private Employment Office
- Agency Human Resources Department (bulletin board or another announcement)
- Federal, State, or Local Job Information Center
- Other

2. Sex (Check One):

- Male
- Female

3. Ethnicity (Check One):

- Hispanic or Latino** - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino**

4. Race (Check all that apply):

- American Indian or Alaska Native** - a person having origins in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian** - a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.
- Black or African American** - a person having origins in any of the black racial groups of Africa.
- Native Hawaiian or Other Pacific Islander** - a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.
- White** - a person having origins in any of the original peoples of Europe, the Middle East,

or North Africa.

5. Disability/Serious Health Condition

The next questions address disability and serious health conditions. Your responses will ensure that our outreach and recruitment policies are reaching a wide range of individuals with physical or mental conditions. Consider your answers without the use of medication and aids (except eyeglasses) or the help of another person.

A. Do you have any of the following? Check all boxes that apply to you:

- Deaf or serious difficulty hearing
- Blind or serious difficulty seeing even when wearing glasses
- Missing an arm, leg, hand, or foot
- Paralysis: Partial or complete paralysis (any cause)
- Significant Disfigurement: for example, severe disfigurements caused by burns, wounds, accidents, or congenital disorders
- Significant Mobility Impairment: for example, uses a wheelchair, scooter, walker or uses a legbrace to walk
- Significant Psychiatric Disorder: for example, bipolar disorder, schizophrenia, PTSD, or major depression
- Intellectual Disability (formerly described as mental retardation)
- Developmental Disability: for example, cerebral palsy or autism spectrum disorder
- Traumatic Brain Injury
- Dwarfism
- Epilepsy or other seizure disorder
- Other disability or serious health condition: for example, diabetes, cancer, cardiovascular disease, anxiety disorder, or HIV infection; a learning disability, a speech impairment, or a hearing impairment (if this applies to you, please go to Section A.1.)

If you did not select one of the options above, please indicate whether.

- None of the conditions listed above apply to me.
- I do not wish to answer questions regarding disability/health conditions.

A.1. Other Disability or Serious Health Condition (Optional)

You indicated that you have a disability or a serious health condition. If you are willing, please select any of the conditions listed below that apply to you. As explained above, your responses will not be shown to the panel rating the applications, to the selecting official, or to anyone else who can affect your application. All responses will remain private to the extent permitted by law. See the Privacy Act Statement below for more information.

Please check all that apply:

- I do not wish to specify any condition.
- Alcoholism
- Cancer
- Cardiovascular or heart disease
- Crohn's disease, irritable bowel syndrome, or other gastrointestinal impairment
- Depression, anxiety disorder, or other psychological disorder
- Diabetes or other metabolic disease
- Difficulty seeing even when wearing glasses
- Hearing impairment
- History of drug addiction (but not currently using illegal drugs)
- HIV Infection/AIDS or other immune disorder
- Kidney dysfunction: for example, requires dialysis
- Learning disabilities or ADHD
- Liver disease: for example, hepatitis or cirrhosis
- Lupus, fibromyalgia, rheumatoid arthritis, or other autoimmune disorder

- Morbid obesity**
- Nervous system disorder: for example, migraine headaches, Parkinson's disease, or multiplesclerosis**
- Non-paralytic orthopedic impairments: for example, chronic pain, stiffness, weakness in bones or joints, or some loss of ability to use parts of the body**
- Orthopedic impairments or osteo-arthritis**
- Pulmonary or respiratory impairment: for example, asthma, chronic bronchitis, or TB**
- Sickle cell anemia, hemophilia, or other blood disease**
- Speech impairment**
- Spinal abnormalities: for example, spina bifida or scoliosis**
- Thyroid dysfunction or other endocrine disorder**
- Other. Please identify the disability/health condition, if willing:**

PRIVACY ACT AND PAPERWORK REDUCTION ACT STATEMENTS

Privacy Act Statement: This Privacy Act Statement is provided pursuant to 5 U.S.C. 552a (commonly known as the Privacy Act of 1974). The authority for this form is 5 U.S.C. 7201, which provides that the Office of Personnel Management shall implement a minority recruitment program, by the Uniform Guidelines on Employee Selection Procedures, 29 C.F.R. Part 1607.4, which requires collection of demographic data to determine if a selection procedure has an unlawful disparate impact, and by Section 501 of the Rehabilitation Act of 1973, which requires federal agencies to prepare affirmative action plans for the hiring and advancement of people with disabilities. Data relating to an individual applicant are not provided to selecting officials. This form will be seen by Human Resource personnel in the Office of Personnel Management (who are not involved in considering an applicant for a particular job) and by Equal Employment Opportunity Commission officials who will receive aggregate, non-identifiable data from the Office of Personnel Management derived from this form.

Purpose and Routine Uses: The aggregate, non-identifiable information summarizing all applicants for a position will be used by the Office of Personnel Management and by the Equal Employment Opportunity Commission to determine if the executive branch of the Federal Government is effectively recruiting and selecting individuals from all segments of the population. **Effects of Nondisclosure:** Providing this information is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Paperwork Reduction Act Statement: The Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et. seq.) requires us to inform you that this information is being collected for planning and assessing affirmative employment program initiatives. Response to this request is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. The estimated burden of completing this form is five (5) minutes per response, including the time for reviewing instructions. Direct comments regarding the burden estimate or any other aspect of this form to [INSERT: Agency name and address] and to the Office of Management Budget, Office of Information and Regulatory Affairs, Washington, DC 20503.