

**Career Opportunity  
This is not a Federal Position**

We are currently accepting applications to fill the following vacancy:

**Title of Position: Social Media Manager (Digital Communications)**  
**Announcement Number: SITRUST-23-OPA1004**  
**Number of Vacancies: 1**

<b>OPEN DATE:</b>	<b>Monday, October 16, 2023</b>
<b>CLOSING DATE:</b>	<b>Monday, October 30, 2023</b>
<b>SALARY RANGE:</b>	<b>IS-1001-11 (\$78,592 - \$83,830)</b>
<b>POSITION TYPE:</b>	<b>Trust Fund</b>
<b>APPOINTMENT TYPE:</b>	<b>Indefinite</b>
<b>SCHEDULE:</b>	<b>Full Time (Hybrid)</b>
<b>DUTY LOCATION:</b>	<b>Washington, DC</b>
<b>Position sensitivity and risk:</b>	<b>Moderate Risk Non-sensitive (NS)</b>

**Open to all qualified applicants**

**What are Trust Fund Positions?**

Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may 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).

**CONDITIONS OF EMPLOYMENT**

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.

## **OVERVIEW**

The Smithsonian's social media team carries out the Smithsonian's mission to "increase and diffuse knowledge" by sparking curiosity and learning through social media and other digital platforms. The Social Media Manager (Digital Communications Specialist) role is in the central Office of Public Affairs, within the Office of the Assistant Secretary for Communications and External Affairs.

The Social Media Manager works as part of a small, creative team to produce and edit high quality social media content and manage customer care and audience engagement. Reporting to the Social Media Strategist and working closely with a colleague focused on customer service and content creation support, the Social Media Manager contributes to and supports social media strategy, social listening, influencer outreach, and collaborates with fellow/unit social media managers across the Smithsonian Institution, a 100-person strong community of digital communicators.

The Social Media Manager is responsible for day-to-day operations of the central Smithsonian social media presence, independently researching and planning content, crafting original posts tailored to each platform/social network, and managing both paid and organic social media posts. Shifting gears across a wide variety of source material—art, history, science, design, education, and more—the Social Media Manager performs research, writes, coordinates review, and ensures the accuracy, sensitivity, timeliness, relevance, brand alignment, voice, and accessibility of social media content and interactions with social media audiences, for both their own content and content drafted by colleagues within the central Smithsonian social media team.

## **DUTIES AND RESPONSIBILITIES**

- Produce and review social media content, crafting content in all formats while applying strong editorial judgment, audience knowledge, and social and digital expertise to ensure high-quality, on-brand, accessible content.
- Engage Smithsonian audiences in compelling content that achieves the Smithsonian's mission, sparking curiosity and learning.
- Contribute to social media strategy and campaign planning for current and future Smithsonian social media accounts on social networks such as Instagram, Facebook, YouTube, and Twitter.
- Share knowledge with, train, and present to the Smithsonian social media manager community, leadership, and colleagues across Smithsonian, staying abreast of how social media, cultural, and technological trends affect the Smithsonian.
- Manage customer service, social media listening, and reporting based on metrics and analysis.
- Coordinate budget, timeline, and other components for paid social and digital marketing.
- Liaise with a wide range of departments, advising alongside the Social Media Strategist on social and digital aspects of communications for internal and external audiences: public, staff, volunteers, Congress, donors, advisory boards, leadership, and news media.

## **QUALIFICATION REQUIREMENTS**

To qualify for this position, applicants must possess at least 3 years of specialized experience requiring knowledge of social media experience with a focus on narrative-driven content creation, preferably in a non-profit organization, museum, educational/cultural institution, or news outlet.

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- A proven record of working effectively with diverse audiences and capacity to inspire engagement, build trust, and communicate across all departments and divisions throughout a complex organization.
- An eye for identifying intriguing stories and a knack for crafting compelling content that audiences can relate to.

- Superior communication skills in all formats, including excellent writing and editing skills and strong experience with scriptwriting for social media video.
- Experience exercising editorial judgment to maximize reach, relevance, and impact of social media campaigns and content, both paid and organic.
- Experience in increasing the accessibility of digital and social media content.
- Experience working across disciplines and performing research to present creative, highly relevant, mission-aligned, narrative content for diverse audiences.
- Enjoy and have experience in developing content ideas in collaboration with diverse teams, stakeholders, and content experts.
- Ability to thrive in a hybrid work environment combining telework and on-site work, and experience coordinating an expeditious, flexible workflow to maximize relevance of content to target audiences.
- Professional, positive attitude and demeanor, with excellent communication skills, in both public-facing and internal meetings, and discussions; demonstrated skill in presenting information and facilitating productive dialogue.

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.

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

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

How To Apply:

<p><b>Please forward a resume, and cover letter to:</b></p>	<p><b>Attention: Dan C Baker, Admin Officer</b>  <b>Email address: OCEA-ADMIN@si.edu</b></p> <p><b>Please include the position title: Social Media Manager (Digital Communications Specialist)</b></p>
<p>Applications received on or before <b>Monday, October 30, 2023, at 5:00pm (EST)</b> will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year); and average number of hours worked per week.</p> <p><b>What To Expect Next:</b>  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. After a review of applicant resume is complete, qualified candidates' résumés will be referred to the hiring manager.</p>	

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the "How To Apply" section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian's [Accommodation Procedures](#).

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. See Smithsonian EEO program information: [www.si.edu/oeema](http://www.si.edu/oeema).

## **YOUR PRIVACY IS PROTECTED**

### **Trust Applicants Demographic Form**

Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form at: [https://www.si.edu/ohr/jobs\\_public/trust-eeo/jr/sitrust-23-opa1004](https://www.si.edu/ohr/jobs_public/trust-eeo/jr/sitrust-23-opa1004)