Employment Opportunity:
Coordinator, Social Media (Hybrid)

About the Museum
The Rubin Museum of Art located in the Chelsea, New York City area, explores and celebrates the diversity and uniqueness of Himalayan art, ideas and culture across history and into the present.

Through Himalayan art, cultures, and ideas, the Rubin serves as a guidepost to examine big questions of what it means to be human today with the intent of creating a more compassionate, resilient world.

With its globally renowned collection, the Rubin fosters understanding and appreciation of this extraordinary region by connecting its art and ideas to contemporary issues that are relevant in our visitors’ lives today.

Largely inspired by the philosophical traditions of Buddhism and Hinduism, the Rubin offers innovative exhibitions and programs that examine provocative ideas across the arts and sciences. In doing so, the Museum serves as a space for reflection and personal transformation, opening windows to inner worlds so visitors can better navigate outer ones.

Within its five floors of galleries are several long-term rotating installations drawn from the permanent collection, including Gateway to Himalayan Art, Masterworks and our recently installed interactive Mandala Lab among others.

About the Position
The Coordinator, Social Media plays a key role in evolving the museum’s social media presence and growing its digital audiences. As part of the Marketing and Communications team, the Social Media Coordinator collaborates with staff from across the museum to create content that promotes the museum’s exhibitions, collection, and programs, and supports the institution’s mission and goals. This position helps cultivate audiences, build authentic relationships, and provide personally meaningful digital visitor experiences.

This is a full-time exempt position and the incumbent will report to the Senior Manager, Communications & Marketing.

Responsibilities:
- Manages the day-to-day operations of the Rubin’s social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube, ensuring information is up-to-date and accurate.
• Maintains the social media editorial calendar; schedules and posts content accordingly.
• Collaborates with staff across the museum to draft original content across all channels in line with the content strategy and style guide.
• Serves as project manager for social media initiatives, working closely with stakeholders throughout the Museum.
• Creates and participates in thoughtful and engaging conversations on social media, moderating and responding to social media comments, and fielding inquiries as necessary.
• Monitors social channels for emerging communications challenges and crises.
• Researches potential digital partners and influencers, and assists with outreach as needed.
• Tracks and evaluates new developments in social media and marketing, making recommendations for new initiatives, digital strategies, campaigns, and platforms, and stays abreast of digital best practices and algorithm changes to develop platform strategies.
• Helps coordinate social advertising plans and strategies, liaising with external advertising partners to determine timelines, asset needs, and more.
• Creates monthly and quarterly metric reports to track social media and newsletter reach.
• Maintains cultural awareness, communicating the values and voice of the Rubin with all online interactions and messaging.
• Assists with coordinating external emails across departments.
• Assists the Marketing and Communications team in organizing and managing assets including photo, and video media related to Rubin events.
• Supports M&C efforts at public openings and other special events.
• All other duties as assigned.

Qualifications:
• Bachelor's degree or equivalent experience in Art History, Asian Studies, Communications, English, or related field.
• One to two years of professional experience in social media, digital content management, or communications.
• Expertise with Facebook, Twitter, Instagram, YouTube, TikTok and other emerging social media platforms.
• Must have excellent writing, communication, and editorial skills.
• Ability to work in a fast-paced environment and within tight deadlines.
• Experience managing multiple projects.
• Must be a team player and have the ability to work across departments.
• Entrepreneurial spirit and creative thinker with a passion for art, culture and museums.
• Basic design skills with experience in Photoshop a plus.
• Familiarity with Sprout Social, Mailchimp and other content management systems a plus.
• Familiarity and/or experience with Himalayan arts and cultures a plus.
• Strong interest and/or background in Himalayan art and Buddhist arts and ideas preferred.

Salary:
• Low $40ks commensurate with experience.

The Rubin Museum offers a generous and competitive compensation and benefits package.

Hybrid:
The Rubin is committed to a hybrid Work From Home (WFH) working environment. Our current hybrid model allows employees to work offsite as much as is practical based on their job responsibilities stays in effect until possibly the end of August 2022. The Rubin’s WFH Policy rollout will allow employees to work offsite three (3) days per week based on their job responsibilities may take effect in September 2022 at the earliest.

COVID-19 Vaccination requirement:
• Newly hired employees are required to be fully vaccinated for COVID-19 (i.e. have received both doses of a 2-dose vaccine OR a single dose of a one-dose vaccine) and must provide proof once a job offer has been made.
• The above definition of what it (currently) means to be fully vaccinated is based on the definition from the Centers for Disease Control and Prevention (CDC).

Please provide the following as part of your application:
• Complete resume.
• A cover letter addressing both your interest in the Rubin Museum and your qualifications for this position.

Application:
• Please indicate Coordinator, Social Media in the subject line of email and in body of cover letter.
• Application in electronic format preferred and accepted at jobs@rubinmuseum.org.
• Send mail applications to The Rubin Museum of Art, 150 West 17th Street, New York, NY 10011. Attention: Head of Human Resources Dept.

The Rubin Museum of Art is an equal opportunity employer and considers all candidates for employment regardless of race, color, sex, age, national origin, creed, disability, marital status, sexual orientation, or political affiliation.