

Employment Opportunity: Social Media Manager {Hybrid}

About the Museum

The Rubin is a global museum dedicated to presenting Himalayan art. Founded in 2004, the Rubin serves people internationally through exhibitions, participatory experiences, a dynamic digital platform, and partnerships. Inspired and informed by Himalayan art, the Rubin invites people to contemplate the human experience and deepen connections with the world around them in order to expand awareness, enhance well-being, and cultivate compassion. The Rubin advances scholarship through a series of educational initiatives, grants, collection sharing, and the stewardship of a collection of nearly 4,000 Himalayan art objects spanning 1,500 years of history—providing unprecedented access and resources to scholars, artists, and students across the globe.

Celebrating its 20th anniversary in 2024, the Rubin is transforming into a global museum—a museum without walls—with the goal of bringing greater awareness and understanding of Himalayan art to a wider and more diverse audience.

About the Position

The Social Media Manager plays a key role in bringing the Rubin's brand to life across its social platforms, evolving the Museum's social media presence and growing its digital audiences. As an integral part of the Marketing and Communications team, the Social Media Manager collaborates with staff across the organization to develop social-first content that promotes the Museum's global exhibitions, projects, and collection; educates and engages audiences; and supports the institution's mission and goals. This position is responsible for organic, paid, and influencer strategies, helping to build authentic relationships and provide personally meaningful digital experiences.

The ideal candidate is a creative storyteller with a clear perspective and an innate understanding of content that can grow cultural awareness of the Rubin.

This is a full-time, hybrid, eligible and exempt position with a workweek schedule of Mondays through Fridays with core work hours from 9:00 AM to 5:00 PM with some flexibility as needed.

The incumbent will report to the Head of Communications and Marketing.

Responsibilities:

- Manages the day-to-day operations of the Rubin's social media platforms, including Facebook, Instagram, X, LinkedIn, TikTok, and YouTube, ensuring information is up-to-date and accurate.
- Owns the social media content calendar and platform strategies.
- Collaborates with staff across the Museum to ideate, draft, and execute original content across all channels in line with the style guide.
- Oversees the production of content and asset management, developing briefs for larger campaigns and working closely with graphic designers, ensuring strong brand alignment.
- Creates and participates in thoughtful and engaging conversations on social media, moderating and responding to comments, and fielding inquiries as necessary.
- Manages digital partners and influencers, supporting our emerging influencer marketing strategies.
- 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.

- Coordinates paid social plans and strategies, liaising with external advertising partners to determine timelines, asset needs, and more.
- Creates monthly and quarterly metric reports, leveraging data to track and measure growth, reach, and engagement, and create insights to inform platform strategies.
- Maintains cultural awareness, communicating the values and voice of the Rubin through all online interactions and messaging.
- Assists the Marketing and Communications team in organizing and managing assets including photos and video media related to Rubin events.

Qualifications:

- Bachelor's degree or equivalent experience in Art History, Asian Studies, Communications, English, or related field.
- Three to five years of experience in social media or digital content management, with demonstrated ability to create social-first photo, video, or graphic content in creative ways.
- Expertise with Facebook, Instagram, YouTube, X, and TikTok, and an understanding of the nuances across platforms.
- Experience with social media advertising and analytics.
- Must have excellent writing, communication, and editorial skills.
- Experience managing multiple projects within tight deadlines.
- Must be a team player and have the ability to work across departments.
- Entrepreneurial spirit and creative thinker with a passion for art and culture.
- Basic design skills with experience in Photoshop a plus.
- Familiarity with Sprout Social, Asana, or other content management systems.
- Strong interest and/or background in Himalayan art and cultures preferred.

Salary

- \$62K to \$70K commensurate with experience.

The Rubin Museum offers a generous and competitive compensation and benefits package. This includes the Rubin's Work from Home (WFH) Policy, which allows employees to work offsite four (4) days per week based on their job responsibilities.

All hybrid eligible employees are required to work onsite every Wednesday, the designated onsite workday.

The Rubin's WFH policy in its current format will end on December 31, 2024. This policy will be revised in 2025.

COVID-19 Vaccination requirement:

- Newly hired employees are required to be fully vaccinated for COVID-19 (i.e., have received both doses of a two-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 **Social Media Manager** 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 Himalayan Art, 150 West 17th Street, New York, NY 10011. Attention: Head of Human Resources Dept.

The Rubin Museum of Himalayan 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.

