

## Manager, Social Media {Hybrid}

### About the Museum

The Rubin is a global museum dedicated to presenting Himalayan art and its insights. 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.

### Summary Description

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.

The candidate is a highly organized, creative storyteller with an ability to identify trends, evaluate performance, and make recommendations for improvement. This position is responsible for organic, paid, and influencer strategies, helping to build authentic relationships and provide personally meaningful digital experiences.

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 develops platform strategies that enhance awareness of the Rubin and deepen engagement.
- Collaborates with cross-functional teams across the Museum to ideate, draft, plan, and execute original content across all channels in line with marketing objectives and the style guide.

- Delivers social media content that is timely, aligned with the Rubin's mission, and marketing and communication goals.
- Oversees the production of content and asset management for social media platforms, developing briefs for larger campaigns and working closely with the Head of Graphics and Branding.
- Creates and participates in thoughtful and engaging conversations on social media in a timely manner, 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.
- Manages 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 media related to Rubin events.
- Other duties as assigned.

### **Qualifications**

- Bachelor's degree preferred in communications, marketing, English, art history, or related field
- Two to four years of experience in social media marketing or digital content creation
- Must have proven experience developing and managing social campaigns to grow online audiences and increase engagement.
- Creative thinker with the ability to create social-first assets and solutions for social media content.
- Expertise with Facebook, Instagram, YouTube, X, and TikTok, and an understanding of the nuances across platforms.
- Experience with social media advertising and a strong understanding of social media algorithms and metrics.
- Detail oriented with excellent time-management skills to meet deadlines and skillfully manage both short- and long-term projects.
- Ability to work independently and collaboratively in a team setting.
- Excellent copywriting and communication skills.
- Must be a team player and have the ability to work across departments.
- Strategic thinker with a passion for art and culture, who is interested in uncovering trends and opportunities to drive the Rubin forward.
- Basic design skills with experience in Photoshop a plus.
- Proficiency with Sprout Social, Asana, or other content management systems.

**Salary Range:** \$65-70K commensurate with experience.

The Rubin 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 three (3) days per week based on their job responsibilities. All hybrid eligible employees are required to work onsite two (2) days each week.

**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 **Manager, Social Media** in the subject line of the email and in the cover letter.
- Applications in electronic format preferred and accepted at [jobs@rubinmuseum.org](mailto:jobs@rubinmuseum.org)
- Mail application to: Rubin Museum of Himalayan Art, 140 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.

Candidates must be legally eligible to work in the US without visa sponsorship by the Rubin Museum of Himalayan Art.