Position Title: Digital Communications Coordinator
University of Oregon Museum of Natural and Cultural History

Position Information
This position is part of the museum’s central administrative unit and is supervised by the Director of Communications and Marketing (“director”). The position supports the director and assists in the day-to-day implementation of the museum’s strategic communications plan. Using a variety of digital media—including websites, email, social media, and video—the position helps the museum reach campus and public audiences to increase statewide awareness of and engagement in the museum’s exhibits, programs, and research. The position interacts with employees across the museum’s four divisions and with visitors, students, volunteers, partners on and off campus, and other stakeholders.

Duties and Responsibilities
This is a creative and dynamic position that requires excellent organizational skills and the ability to juggle multiple deadlines. The successful candidate will work to master the museum’s brand standards and editorial style guide, applying these elements to create visual and written assets for a variety of digital marketing channels. Specific duties include:

- Maintaining the museum’s public event listing program, working with partners on and off campus to maximize reach to a variety of audiences
- Maintaining internal marketing calendars for the museum’s Exhibits and Public Programs division, using both Google Calendars and Basecamp
- Producing short, museum-branded videos for educational purposes and for social media
- Designing museum-branded materials including websites, digital flyers, digital newsletters, and occasional print pieces
- Providing photography or livestream support at museum events
- Assisting the director in gathering stories from the museum’s divisions and producing digital content related to natural history, geology, archaeology, social justice, and museums
- Assisting with the management of website content and responding to staff requests for content updates; building and maintaining web-based registration forms for a variety of audiences
- Monitoring the museum’s general email account, responding to public inquiries and forwarding emails to appropriate museum divisions as needed
Qualifications
The ideal candidate is scientifically literate and enjoys crafting science/research stories for lay audiences. Specific qualifications include:

- A minimum of three years of coursework toward a bachelor’s degree in advertising, journalism, communications, or an allied field
- Video filming and editing experience; completed coursework in digital video production preferred
- Experience and/or completed coursework related to visual storytelling across emerging media
- Experience with web design and website content management; knowledge of Drupal and Wordpress preferred
- Basic graphic design know-how; experience using InDesign preferred
- Excellent written communication skills

Effective Date
As soon as the position is filled; ideally spring 2021

Supervisor's title and email
Kristin Strommer, Director of Communications and Marketing, kstromme@uoregon.edu

Work Hours and Location
This is a 20-25 hrs/week position. The schedule is negotiable within a general Monday-Friday/8:30-5:00 framework and involves occasional after-hours/weekend support for certain public events. The museum is on campus at 1680 East 15th Avenue. This position traditionally works onsite at the museum, though it has flexed to remote during the COVID-19 pandemic. For the foreseeable future, candidates can expect some combination of onsite and remote work, which is subject to change depending on guidance from the UO and the Oregon Health Authority.

Classification and wage range
The Digital Communications Coordinator is a Student Employee Classification Level 3 position with a starting wage of $13.77 to $14.81/hour.

To apply
Candidates should submit a resume, letter of interest, and a work sample (webpage URL, social media copy, designed piece, video, or other work product from a class or past job).