

MUSEUM MACAN

Marketing, Social Media and Website Coordinator **Job Description**

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN), is Indonesia's first museum of modern and contemporary art and open to the public in November 2017.

The Museum is looking for a **Marketing, Social Media, and Website Coordinator**. The position will report to the Communications Manager and will coordinate marketing and social media campaigns and is responsible for updating the Museum's website.

Critical to your success in this role will be your ability to work effectively in a small team; have excellent attention to detail, with the ability to plan, multi-task and adapt to a fast-paced environment and have an outstanding understanding of the social media landscape here in Indonesia. You will have strong research and communication skills, and be an adaptable writer, in both Bahasa Indonesia and English, who can transform technical writing into copy that speaks to the Museum's varied audience stakeholders, for a range of platforms, including newsletters, the website and social media. The right candidate will also be an enthusiastic art lover, a great organizer and self-motivated, with a drive and passion for the arts.

Responsibilities:

- Together with Marketing, Social Media, & Website Staff, manage all the Museum's digital and social media accounts including website, newsletter, Instagram, Facebook, TikTok, YouTube, LinkedIn, and Twitter
- Develop innovative and creative media including text, image, and video content across social media platforms, reporting to the Communications Manager and external consultants (as required) to ensure posts are within the Museum's guidelines and conform to current strategies and plans as established.
- Plan, compose, and coordinate social media posts to sustain readers' curiosity and create buzz around the Museum's activities and programs.
- Plan, activate, and measure social media ads
- Measure web traffic and monitor SEO.
- Stay up to date with changes in all social platforms ensuring maximum effectiveness.
- Train and oversee Marketing, Social Media, & Website Staff to use digital and social media in a cohesive and beneficial way.
- Facilitate online conversations with the public and respond to queries.
- Report on feedback from audience and fans
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Write and edit the Museum's newsletters, collated from information from other departments.
- Respond to requests for information, complaints, and enquiries through the Museum's social media channels.
- Support the Communication Team to deliver innovative campaigns that secure the Museum's objectives.
- Deliver monthly reports with statistics and results for each account.

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Qualification includes:

Education: Bachelor's Degree

Work Experience: A minimum of three years working in communications, media, or marketing (marketing experience in arts-related role preferred).

- Highly organized and self-motivated with excellent written and verbal communication skills in English and Bahasa Indonesia.
- Meticulous knowledge in bahasa Indonesia vocabularies that refers to Kamus Besar Bahasa Indonesia (KBBI) and writing skill that refers to Ejaan Bahasa Indonesia yang Disempurnakan (EYD)
- Knowledge in comprehensive art and design vocabulary will be beneficial
- Able to operate Ads Manager, including Meta, TikTok, Google Ad
- Ability to create flexible digital communication plan and social media calendar
- Have an interest for on-trend issue, topic, and visual;
- Excellent research, writing, and organizational skills; strong follow through; high-level analytical, problem-solving, and presentation skills.
- Ability to be resourceful and a creative problem solver.
- The ability to multitask, prioritize, and handle change at a moment's notice.
- Ability to receive constructive criticism and take direction.
- Ability to work collaboratively and coordinate within a team.
- Proficiency in Microsoft Office Suite and Adobe Creative Suite products