

Marketing, Social Media and Website Staff

Job Description

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

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

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:

- Work with coordinator to maintain and update the website, ensuring timely and accurate delivery
- Support the marketing team to deliver innovative campaigns that secure the Museum's objectives
- CSM support for all the Museum's social media accounts including TikTok, Instagram, Facebook, YouTube, and Twitter
- Develop innovative and creative media including text, image and video content contents
- 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
- Design posts to sustain readers' curiosity and create buzz around the Museum's activities and programs
- Measure web traffic and monitor SEO
- Stay up-to-date with changes and trends shift in all social platforms ensuring maximum effectiveness
- Train co-workers to use 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
- Deliver monthly reports with statistics and results for each account

Qualification includes:

Education: Bachelor's Degree

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

- Highly organized and self-motivated with excellent written and verbal communication skills in English and Bahasa Indonesia.
- Excellent verbal and written skills.
- 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 multi-task, 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
- Proficiency in Instagram, TikTok, Twitter, Facebook, and YouTube marketing tools
- Familiarity with SEO/SEM and Google analytics is a plus
- Superior Written and Verbal Communication
- Product Knowledge,
- Creativity,
- Demonstrated Experience,
- Courteous,
- Basic Computer Literacy, Microsoft Office,
- Database Skills, Marketing
- Target Market Analysis, Presentation Skills, Persistent, Flexible