

Digital Media Specialist

Filoli is a 654-acre historic site of the National Trust for Historic Preservation, located on the San Francisco Bay Peninsula near Woodside, CA, and one of the finest remaining country estates of the early 20th century. As a team member here, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. You have the opportunity to preserve, build upon and share the wonder of this place.

In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. You will also actively play a part in creating a vibrant future through our 2019-2023 Strategic Plan. Embedding the core principles of Diversity & Inclusivity, Sustainability and Organizational Excellence into each pillar of the plan, we are focusing on five main pillars of our organization: People & Culture, Fundraising & Financial Strength, Infrastructure Investments, Visibility & Branding and Engagement & Education. We welcome and appreciate your contributions to Filoli.

SUMMARY

The Digital Media Specialist is a unique opportunity for a professional interested in a hands-on experience with both the creative planning and daily activities of supporting Filoli's websites and digital presence. In line with the Strategic Plan, this position supports the goal of increasing Filoli's visibility through consistent, creative branding. Reporting to the Marketing Manager, this is an ideal role for someone who enjoys writing, content creation, web design, problem solving and project management.

This position is full-time (defined as 30-40 hours per week, flexibly scheduled) and based on department needs, the Specialist should have the ability to support a flexible schedule that will include one weekend day and some evenings. The hourly rate for this position is \$28.00. This position is also eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k), vacation, sick leave and holiday pay.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Digital Media

- Responsible for management of websites as well as creating, designing and implementing new ideas using Blackbaud WordPress (BBWP);
- Collaborate with multiple Filoli departments in maintaining and developing their web pages and other digital communications;
- Employ marketing analytics techniques to gather important data (social media stats, Google Analytics, email data, etc.);
- Troubleshoot content issues with Blackbaud WordPress (BBWP);
- Manage Filoli's social media channels; create content and monitor audience interaction to increase engagement and drive attendance;
- Use Adobe products including Photoshop and Premiere Pro to create content for web and social media use;
- As part of the marketing team, implement Filoli's DEAI Action Plan through all digital communications;
- Create content and send regularly communications to Filoli's audience through Constant Contact, optimizing messaging to increase engagement and drive admission sales;
- Assist with maintaining media library and data asset management;

General

- Provide the highest quality service to all customers in every interaction;
- Represent the highest standards in support of Filoli's policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization;
- Attendance and punctuality are essential to work and all work-related functions.

MINIMUM QUALIFICATIONS

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational and skill requirements listed below:

Education and/or Experience:

Education: Bachelor's degree and 2+ years of experience with social media and website development, or an equivalent combination of education and experience.

Core Competencies:

- **DIGITAL MEDIA EXPERIENCE** – Minimum of 2+ years of experience with social media and website development. Previous experience in web e-commerce development (knowledge of Blackbaud Altru is a plus). Experience with and a working knowledge of WordPress, social media platforms, and Adobe Products. Experience with responsive design and development. Experience with content creation, design, and video editing a plus.
- **PEOPLE, PROJECT, AND PROGRAM SKILLS** – Possess excellent planning and project management skills. Experience with performing a wide variety of tasks and working with a broad range of individuals. Effective teamwork skills and cross-functional collaborative capacity. Ability to either take direction or work independently with limited supervision as the situation requires.
- **LEADERSHIP** – Flexible, energetic, and outcomes-oriented self-starter who brings a creative approach to solving problems. Capacity to interact effectively and build partnerships with Filoli's many constituencies including staff, Board members, community partners and supporters, donors, members, visitors, and the public. Strong organizational and administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- **CULTURAL COMPETENCIES** – Model a responsibility to self-awareness and awareness of others to recognize that individuals bring unique backgrounds, beliefs, values, and world-views. View racial and cultural differences as assets to the organization.
- **DIVERSITY, EQUITY, AND INCLUSION** – Committed to Filoli's dedication to integrate accountability across all efforts to support and sustain a racially equitable organization. Demonstrate a passion of advancing organizational DEAI objectives and influencing others to approach all work with an equity lens. Promote processes and communication that encourage organizational cultural competence and inclusion.
- **COMMUNICATION SKILLS** – Possess excellent written and verbal communication skills. Ability to communicate (listening and speaking) effectively with all constituencies of the organization.
- **DECISIVE NATURE** – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives and formulate rapid solutions with understanding of the inherent risks and the implications of decisions.
- **COMPUTER SKILLS** – Possess at least 2 years of experience with Microsoft products; Google Applications; WordPress (web design). Display basic Photoshop knowledge. Proficiency in Altru (Blackbaud) or similar database preferred. Mac experience a plus.

- **AVAILABILITY** – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management.

Skills and Abilities:

- Must have attention to detail as well as excellent spelling and grammatical skills;
- Possess a good understanding of cross-browser compatibility issues and ways to work around them;
- Demonstrate an understanding of SEO and current best standards;
- Work independently while maintaining open and transparent communications about duties and project status, within the bounds of the area of responsibility and authority;
- Ability to problem-solve and multi-task within strict time deadlines;
- Take direction and work in an environment of regular interruptions;
- Be organized and follow through on tasks to a successful completion;
- Read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

CERTIFICATES, LICENSES, REGISTRATIONS

A valid Driver's License is required.

PHYSICAL REQUIREMENTS

The physical requirements described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job including:

- Lift/carry up to 20 pounds;
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry and bend as well as sit for long periods of time at a computer.

HOW TO APPLY

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to: <https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

Please visit our website for more information: www.filoli.org

Filoli is an equal opportunity employer who values diversity in the workplace.