

filoli

Job Description

Job Title: Digital Media Specialist

Reports to: Director of Marketing

FLSA Status: Non-exempt, Full time (periodic weekend and/or evening service), Hourly, Year-round, Benefit Eligible

Last Update: Jan 31, 2024

As a Filoli team member, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. In this position, you have the opportunity to engage in the 2024 - 2028 Strategic Plan, centered on connecting to our community, and support the launch of a site plan and capital campaign designed to provide Filoli guests greater access to nature. Filoli's culture is rooted in integrity and we are accountable for our work, actions, and impact on our visitors, community, and environment. Through our values, Filoli Team members are committed to being Inclusive, Welcoming, Innovative, Collaborative, and committed Stewards using sustainable practices for the future.

SUMMARY

The Digital Media Specialist is a unique opportunity for a professional interested in a hands-on experience with the daily activities of supporting Filoli's website and digital presence.

Responsible for digital design including Filoli's website, digital ads, and email newsletter, this position is ideal for a candidate with strong design and creative skills. As Filoli's website manager and digital communications lead, the Digital Media Specialist works collaboratively with multiple departments and vendors to ensure accurate and timely communications as they relate to Filoli's operations, products, and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Digital Media

- Responsible for management of websites as well as creating, designing and implementing new ideas using Blackbaud WordPress (BBWP);
- Responsible for website migration and updates as necessary;
- Collaborate with multiple Filoli departments in maintaining and developing their web pages and other digital communications;

- Design advertising to promote ticket sales for general admission and events;
- Design Powerpoint templates and presentations according to Filoli's brand standards;
- Employ marketing analytics techniques to gather important data on performance of website and digital communications (Google Analytics, email data, etc.);
- Troubleshoot content issues with Blackbaud WordPress (BBWP) or other website management vendors;
- Use Adobe products including Photoshop and Premiere Pro to create content for web use and digital ads;
- Create content and regularly send 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;
- As part of the Marketing team, implement Filoli's DEAI Action Plan through all digital communications;

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 digital design and website development, or an equivalent combination of education and experience.

Core Competencies:

- **DIGITAL MEDIA EXPERIENCE** – Minimum of 2+ years of experience with graphic design 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 and Adobe Products. Experience with responsive design and development.

- 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 DEI 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, and WordPress (web design). Display basic Photoshop knowledge. Proficiency in Altru (Blackbaud) or similar database preferred. Mac experience is a plus.
- AVAILABILITY – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management.

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.

LIMITATIONS AND DISCLAIMER

I understand and acknowledge this job description is meant to describe the general nature and level of work to be performed and can be modified at any time by Filoli in its sole discretion. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties as directed.

Employment at Filoli is “at will”. Nothing in this job description is meant to, or does, alter the “at will” status of this position. In addition to this job description, the Digital Media Specialist is also bound by the policies and procedures outlined in the Employee Handbook which will be separately provided upon hiring. Filoli complies with all Federal and State laws and is an equal opportunity employer.

By signing this job description, I acknowledge that I read and understand the responsibilities for the position of Digital Media Specialist. I am willing and capable to effectuate the duties outlined and there is nothing, to my knowledge, that would prohibit me from completing the tasks assigned.

Employee Name

Date

Employee Signature

Hiring Director Signature