



AIR FORCE MUSEUM FOUNDATION, INC.

DIGITAL CONTENT MANAGER POSITION OPENING

The Air Force Museum Foundation, Inc. seeks a full-time Digital Content Manager.

Introduction

The Air Force Museum Foundation (Foundation) was chartered in 1960 as a philanthropic corporation with the purpose of supporting the National Museum of the U.S. Air Force™ (Museum).

The Foundation works to raise funds and awareness in support of the Museum's mission - to inform and educate the public on the important role of the U.S. Air Force in the nation's defense. To date, the Foundation has raised over \$100M in philanthropic support from donors to fund the capital construction costs for the world's largest military aviation museum. In addition, donors help to restore aircraft, educate the public, install new exhibits, hold special events, support volunteers, and maintain a world-class collection.

Position Description

The Air Force Museum Foundation is seeking a creative and strategic Digital Content Manager to manage our social channels and website. The goal is to boost Foundation awareness with both general consumers/visitors and potential donors (both corporate individual). The Digital Content Manager will be a key member of the Foundation's marketing team, creating and posting engaging content for our various channels (currently including Facebook, Instagram, Pinterest, Twitter, YouTube and LinkedIn) as well as executing website updates and edits for both content and functionality.

This position works under the direct supervision of the Director, Marketing & Communication. This position is non-supervisory, full-time, salaried, exempt.

Key Responsibilities

- Plan, create, curate and post dynamic content to drive engagement on Foundation's social media channels and website.
- Develop and maintain a social media editorial calendar, managing needs of various internal departments (such as attractions, events, and development).
- Act as community manager for social channels by moderating, managing and responding to comments and questions.
- In collaboration with the Director, Marketing & Communication, develop and share social media analytics illustrating content performance and community engagement.





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- Research and/or analyze information and use best standard practices to make informed judgments and recommendations relative to both social media executions and website SEO.
- Work within standardized procedures and practices to achieve objectives and meet deadlines in accordance with established priorities, timelines, budget, etc.
- Stay up to date with latest social media and website best practices and technologies.
- Other duties as assigned.

Requirements & Qualifications

- Proficiency/proven expertise in social media marketing and social media platforms including content creation (writing, design and posting)
- Proficient with Adobe Creative Suite and/or Canva
- Strategic thinking for developing effective social media marketing campaigns based on KPIs and analytics
- Understanding of SEO and web traffic metrics
- Great organizational skills; ability to monitor multiple social media platforms concurrently
- Experience with Meltwater and Joomla or comparable measurement and CMS platforms a plus
- Photography and videography skills a plus
- Knowledge of U.S. Air Force mission, operations, and history a plus
- Willingness and ability to attend and support museum special programs, projects and events, including occasional evening and weekend hours, and occasional travel
- Flexibility, enthusiasm, and professionalism to work effectively with Museum/Foundation's diverse constituents
- Self-motivated with the ability to exercise considerable independence in the performance of day-to-day duties

Minimum Education and Experience Requirements

- Bachelor's degree in Marketing or a relevant field
- 2+ years of experience as a Social or Digital Content Manager/Specialist or similar role

Compensation

- **Salary Range:** \$48,000 - \$58,000 annual salary
- **Benefits:** Health Insurance, Dental Insurance, Vision Insurance, Short-term Disability Insurance, Life Insurance, Employee Assistance Program, Paid Time Off (PTO) Leave, Paid federal holidays, 401K Plan with employer match of 100% up to 5% of employee salary.





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Other Significant Facts

- The Air Force Museum Foundation performs background checks on 100% of its employees prior to hiring. Candidate must be willing to submit to a background check, as a condition of employment.
- The Digital Content Manager's scheduled hours are generally Monday-Friday. Incumbent's acceptance of employment carries with it a commitment to work as directed and/or scheduled by the Air Force Museum Foundation. Occasional evening and weekend hours will be required to support special activities and events.
- The Air Force Museum Foundation provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.
- This is a non-DoD position with a private organization and does not require military service (including commission and enlistment).

AFMF Vision:

Honoring every Airmen's story with a permanent home to inspire future generations.

AFMF Mission:

Raise funds and awareness to support the National Museum of the U.S. Air Force mission.

AFMF Core Values:

Candidate must agree to adhere to the Air Force Museum Foundation's Core Values:

Passion – Performing our roles with purpose, pride, and a positive attitude

Integrity – Accepting responsibility for our actions by making business decisions through experience and good judgment

Accountability – Dedicated to achieving positive results; owning and learning from our successes and failures

Respect – Committed to an inclusive and collaborative work environment

Contact Us:

Post Office Box 33624
Wright-Patterson Air Force Base
Ohio 45433-0624





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To apply for this position, please email Ms. Sarah Shatzkin at hire@afmuseum.com with your resume, cover letter, and references.

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