

## **Vollis Simpson Whirligig Park and Museum**

**Job Title:** Museum Attendant/ Social Media Content Creator

**Location:** Wilson, NC (Hybrid work for some hours, must live within a commutable distance)

**Reports to:** Visitor Services Manager & Executive Director

**Part Time Hourly:** 15 to 25 hours per week

**Salary range:** \$15 to \$20 per hour depending on experience

**Position Summary:** The Museum Attendant is responsible for ensuring visitors have an enjoyable and educational experience while maintaining a secure and well-organized environment. This role includes welcoming guests, providing information about exhibits, enforcing museum policies, assisting in the general upkeep of exhibition areas, and helping in the Museum gift shop. The Museum Attendant is a key representative of the museum and plays an essential part in preserving its collections and promoting a positive visitor experience.

The Social Media Content Creator side of this role is responsible for developing and executing engaging content across various social media platforms to enhance brand visibility, increase audience engagement, and drive traffic to the company's digital assets. This role requires creativity, a deep understanding of social media trends, and the ability to craft content that aligns with the organization's voice and objectives. The Social Media Content Creator will work closely with the marketing chair to deliver high-quality, on-brand content that resonates with the target audience.

### **Key Responsibilities:**

#### ***Museum Attendant 50%***

- Greet and assist visitors, providing them with information about current exhibits, events, and museum facilities
- Ensure that museum rules and policies are adhered to, including maintaining quiet, preventing food and drink in exhibit areas, and ensuring that visitors do not touch artifacts
- Monitor assigned areas to ensure the safety and security of exhibits, visitors, and museum property
- Answer visitor questions about the museum's exhibits, history, and layout, or direct them to additional resources
- Assist with guided tours and educational programs when required
- Report any security concerns, incidents, or maintenance needs to the appropriate personnel
- Keep exhibition areas tidy and ensure that signage and information materials are up-to-date and available for visitors

- Support in the setup and teardown of temporary exhibits, events, and public programs as needed
- Provide excellent customer service to enhance the visitor experience
- Assist with ticket sales, membership inquiries, and gift shop operations
- Assist with gift Shop Sales & Purchases

### ***Social Media Content Creator 50%***

- Create, curate, and manage content for all current social media platforms, including Instagram, Facebook, LinkedIn, YouTube, and others
- Develop a social media content calendar that aligns with marketing campaigns, product launches, and brand initiatives
- Grow social media presence thru current & future platforms
- Produce high-quality, engaging multimedia content, including graphics, videos, infographics, stories, and written posts
- Monitor social media trends, hashtags, and user-generated content to stay ahead of trends and ensure relevance
- Collaborate with designers, photographers, and videographers to create compelling visuals and multimedia content
- Write engaging captions, post copy, and hashtags that reflect the brand voice and messaging
- Track and analyze social media performance metrics (e.g., engagement, reach, and follower growth) and adjust strategies to improve results
- Engage with followers by responding to comments, messages, and mentions in a timely and professional manner
- Stay updated on platform algorithm changes, new features, and best practices to optimize content performance
- Collaborate with influencers, partners, and brand advocates for cross-promotion and content amplification
- Assist with paid social media campaigns, including developing creatives and targeting strategies

### **Qualifications:**

- High school diploma or equivalent (a college degree in arts, history, museum studies, or communication is a plus)
- Strong communication and customer service skills
- Ability to stand for extended periods and move around the museum as needed
- Detail-oriented, with a focus on security and visitor safety
- Prior experience in customer service, hospitality, or security is preferred
- Enthusiastic about art, history, culture, and education
- Proven experience in social media content creation and management
- Strong understanding of various social media platforms and their audiences
- Proficient in graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software (e.g., Adobe Premiere, Final Cut Pro)
- Excellent written and verbal communication skills, with attention to detail and grammar

- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment
- Creative mindset with an eye for visual storytelling and branding
- Knowledge of social media analytics and reporting tools (e.g., Google Analytics, Sprout Social, Hootsuite)

**Work Environment:**

- Indoor, climate-controlled museum environment
- Interacting with the public daily
- May require weekend and evening work depending on the museum's operating hours
- Flexible work environment, with options for remote work
- Fast-paced, requiring quick turnaround on content and creative ideas
- Collaboration with marketing, design, and product teams
- May require time outdoors at the park in a variety of weather conditions