



Name:	Department: Kentucky Historical Society
Job Title: Digital Media Coordinator	Class Title: Public Relations/Mkting Specl II -KHS
Reports to: KHS Marketing Administrator	Division: Administration
Organizational Level: Advancement/Marketing Communications	Position Number: 31123903
PD Prepared by:	Position Type: Full-time, Non-exempt
	Hire Date:

Job Summary:

The Digital Media Coordinator will work to fulfill the mission of the Kentucky Historical Society as well as to help their colleagues throughout the organization succeed. The position plays an integral part on the Marketing Communications team.

The Digital Media Coordinator will maintain a strong online presence for KHS by implementing of a comprehensive media strategy to increase brand awareness. This role coordinates online marketing strategies through all digital media outlets, including KHS websites and applications, social media accounts, and other online or digital platforms. Administration of these accounts includes creating appropriate and original text and/or video content, managing posts and responding to engagements with followers, and managing the institutional image in a cohesive way that achieves KHS marketing goals and strategies. These goals maintain a focus on interdepartmental collaboration, ensure diverse and inclusive representation of Kentucky’s historical information, and adequately recognize KHS external partnerships and supporters.

This role enhances the online presence of KHS through the interaction of target audiences, promotion of engaging content and initiatives, and the expansion of connections to a broader constituency. Through the understanding and knowledge of various digital media platforms, institutional marketing strategies, and optimization of content, the Digital Media Coordinator will integrate gathered data and recognized trends into leads for increased membership, engagement, and overall awareness. Creativity and collaboration are a necessity, along with experience using tools to monitor and measure the effectiveness of digital media campaigns and the ability to maintain a regular reporting structure. This position is in the Marketing & Communications department and reports to the KHS Marketing Administrator.

Essential Duties and Responsibilities:

- Collaborate with all KHS departments’ marketing requests while maintaining brand consistency
 - Implement digital media strategy to align with marketing goals
 - Generate, edit, publish and share engaging text, image, and video content for all KHS digital media platforms
 - Ensure all public content is accurate, inclusive, and represents a diverse array of Kentucky history



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- Oversee digital media design, including social media accounts, websites, and apps
- Communicate with both industry professionals and social media influencers to create a strong social network
 - Responsibly communicate with engagements, promptly respond to queries, and monitor customer reviews
- Monitor and measure all web traffic, SEO, and other customer engagement metrics to set specific objectives, create an optimal schedule, and report on benchmark trends or audience preferences.
 - Discover and stay up-to-date with current technologies and trends in social media, design tools, and applications to ensure maximum efficacy
 - Quantify data in order to measure campaign success and optimize content
 - Suggest and implement new features to develop brand awareness, like promotions and competitions
 - Train co-workers on how to use social media in a beneficial and cohesive way
- Other duties as assigned

Qualifications:

Education & Experience:

- Bachelor's degree in Journalism, Communications, Marketing, Public Relations, Digital Media or other related fields preferred.
- Proven professional experience in public engagement and content management through various digital and social media platforms
- Knowledge of SEO, keyword research, and Google Analytics, as well as programs such as Outlook and Microsoft Office for reports, proposals, and presentations
- Knowledge of Adobe Creative Suite, Canva, Final Cut Pro, Premiere Pro, Audacity, or other media editing software
- Knowledge of web design, particularly WordPress, and other content management systems
- Analytical, multitasking, and project management skills
- Experience with visual communication principles
- Knowledge of online marketing channels
- Possess a critical eye and willingness to corroborate accuracy of content

Communication:

Exceptional communications skills required. Must demonstrate ability in public speaking, writing, interviews on television and radio, and social media. Must be comfortable interacting with a wide range of audiences, both one-on-one and in groups. The primary focus will be external audiences, but internal communication will also be critical to the success of this position.



Special Requirements:

Working knowledge of current events and a broad understanding of Kentucky history, culture, and politics. Interpersonal skills require a positive attitude and flexibility in order to interact with a variety of KHS staff on a daily basis.

Working Conditions:

- Must be able to work independently and be agile as this position is about seizing opportunities and responding quickly. This position in constant communication with the Marketing & Communications team regarding current and future opportunities.
- Must be able to manage multiple projects from concept to completion.
- Must be willing to work some evenings, weekends, and occasionally travel.

Competencies/Behavior Dimensions:

- **Passion for Kentucky history:** Passion for the KHS mission and core values: service, discovery, excellence, authenticity, stewardship. Possess the ability to communicate this passion to others.
- **Service Focus:** We value our role in serving the public and work to ensure those services are exemplary.
- **Discovery:** We value dialogue, discussion, education and scholarship. We value an organizational culture of discovery that inspires, engages and motivates learners of all ages.
- **Excellence:** We value continuous improvement with the goal of excellence. To that end, we place high value on adhering to and shaping professional standards.
- **Authenticity:** We value integrity, legitimacy, and the power of the authentic. We therefore value research, collections and programs backed by fact.
- **Stewardship:** We understand that stewardship is all about what you do with your resources and how you do it. As a result, we value the proper stewardship of Kentucky's historical assets, of KHS financial and human resources, and of the KHS mission.
- **Be inclusive:** Give opportunity to the history of all people. Encourage them to share their history and make it broadly accessible
- **Be Innovative:** Create new ways to ignite the public's curiosity about history. Maximize the latest appropriate resources to implement them.
- **Be Bold:** Don't be afraid to address controversial issues. Don't be afraid to take risks to accomplish organizational goals.
- **Be Relevant:** Identify the issues that matter today. Demonstrate how history can play a key role in their resolution.
- **Embrace Diversity:** Commitment to inclusiveness and empowerment. Demonstrates respect, equity and empathy for a diverse community.
- **Professional Development:** Actively participate in agency-approved internal and external professional development events, as needed or directed by the supervisor.
- **Behave Ethically:** Understand ethical behavior and KHS Policies and Procedures, and ensure that our own behavior and the behavior of others is consistent with these standards.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the KHS.
- **Communicate Effectively:** Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.



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- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- **Make Decisions:** Assess situations to determine the importance, urgency, and risks and make clear decisions which are timely and in the best interests of the KHS.
- **Organize:** Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
- **Plan:** Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

Direct Reports:

None.