

## **Job Title: Social Media Coordinator & Receptionist**

**Location:** Nido and Mariana Qubein Children's Museum

**Department:** Marketing and Administration

**Reports to:** Executive Director and Director of Operations and Guest Experience

### **About Us:**

The Nido & Mariana Qubein Children's Museum opened two years ago in downtown High Point and has welcomed more than 300,000 guests. The Qubein Children's Museum was named North Carolina's Visitor Attraction of the year by The NC Travel Industry Association. Opinions of our staff are valued and appreciated as our new museum continues to grow and build on our knowledge and successes. We are looking for an enthusiastic professional who enjoys providing excellent customer service and being part of a dynamic team. We are looking for an enthusiastic and organized individual to join our team as a Social Media Coordinator & Receptionist to help us connect with our community and provide excellent customer service.

### **Position Summary:**

The Social Media Coordinator & Receptionist will be responsible for managing the museum's social media accounts and ensuring that visitors receive exceptional service. This dual role combines creativity with organizational skills, where you will engage with online audiences through content creation and strategy while also providing in-person support over the phone and email.

### **Schedule:**

Thursday 8:30 a.m. to 5:30 p.m.

Friday 8:30 a.m. to 5:30 p.m.

Saturday 8:30 a.m. to 5:30 p.m.

Sunday 12:30 p.m. to 5:30 p.m.

### **Key Responsibilities:**

#### *Social Media Coordinator Responsibilities:*

- Create, schedule, and publish engaging content on the museum's social media platforms (Facebook, Instagram, Twitter, TikTok, etc.).
- Develop and implement social media strategies to increase engagement and brand awareness.
- Monitor social media trends, community conversations, and analytics to optimize content performance.
- Collaborate with the team to create promotional campaigns for events, exhibitions, and programs.

- Respond to inquiries, comments, and messages on social media in a timely and professional manner.
- Manage online contests, giveaways, and collaborations to engage with the audience.
- Stay up-to-date with the latest social media trends, tools, and best practices.

### *Receptionist Responsibilities:*

- Answer phone calls and respond to emails, addressing inquiries about museum hours, programs, events, tickets, events and membership.
- Assist with ticket sales, reservations, and membership sign-ups.
- Manage call log
- Support administrative tasks, including scheduling appointments and managing the museum's calendar.
- Ensure the reception area is tidy and well-organized.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, or a related field, or equivalent work experience.
- 1-2 years of experience in social media management or content creation.
- Excellent written and verbal communication skills.
- Strong customer service skills and a friendly, approachable demeanor.
- Ability to multitask and prioritize tasks in a fast-paced environment.
- Proficiency in social media management tools (e.g., Hootsuite, Buffer) and basic graphic design software (e.g., Canva, Adobe Creative Suite).
- Strong attention to detail and problem-solving abilities.
- Experience in the museum or nonprofit sector is a plus.

### **Preferred Skills:**

- Photography and video editing skills.
- Familiarity with social media analytics tools (e.g., Google Analytics, Facebook Insights).
- Experience in event planning and promotions.

### **Physical Requirements:**

- Ability to stand or sit for extended periods of time.
- Occasional lifting and carrying of materials (up to 25 lbs).

### **How to Apply:**

Interested candidates should submit a resume, cover letter, and a portfolio (if applicable)

showcasing their social media work to Olivia Pekkala at [Olivia@qubeinchildrensmuseum.org](mailto:Olivia@qubeinchildrensmuseum.org). We look forward to hearing how you can contribute to our team and help engage our community!