

## Job Description: Multimedia & Content Specialist

**Date:** Spring 2025  
**Title:** Multimedia & Content Specialist  
**Department:** Public Relations & Marketing  
**Position Reports To:** Public Relations & Marketing Manager  
**Status:** Exempt/Full-time

**Summary:** Administer digital, print, and e-newsletter content for the Buffalo Bill Center of the West, including website content writing, editing, and proofreading, creation of web pages and event postings, outdoor LED sign management, and coordination of content for and posting of electronic newsletters. The Specialist also manages timely posting of daily/weekly internal calendar updates, ensures adherence to the highest level of style, grammar, syntax, format, and creativity in all electronic communications, as well as adherence to the Center of the West brand guidelines. Assist Public Relations and Marketing Manager to create and deliver timely, accurate, and noteworthy information about Center of the West's collections, projects, programs, activities, and staff to venues and other appropriate media when necessary.

### Job Duties:

- Create website pages and keep pages current for general information, events, exhibitions, blogs, calendars, etc., by producing new original content, repurposing existing digital and print content for the website, and acquiring content from staff.
- Support Public Relations and Marketing Manager with the timely creation and distribution of engaging media alerts and press releases.
- Assist Public Relations and Marketing Manager with media requests for images, in cooperation with Center's Rights & Reproduction Office.
- Manage outdoor LED sign display calendar and coordinate with graphics department for timely content/event designs.
- Editor and content coordinator for monthly *Western Wire* e-newsletter.
- Manage electronic communications subscriber lists, including processing unsubscribes in development/membership database.
- Communicate to area tourism-related businesses, regional tourism entities, and Chambers of Commerce regarding the Center's activities, programs, and news.
- Create and distribute internal daily/weekly calendar updates for Center staff.
- Assist with social media copy editing and posting, photo/video content creation, and event coverage.
- Maintain production schedules for website content.
- Assist with licensing and editing photos and/or videos for formatting requirements, usage, and distribution.
- Assist summer and high school interns and volunteers with various assigned tasks.
- Coordinate archiving of documents and materials as needed.
- Attend staff meetings and department meetings as required.
- Responsible for consistent grammatical accuracy, style, messaging, and adherence to the Center's brand in all communications.

- Perform additional duties consistent with background and/or training, or which may be reasonably assigned as being in the best interest of the Center.

**Competencies:**

- Demonstrated competency using WordPress.
- Demonstrated competency using Adobe Photoshop, Premier Pro, and/or similar photo/video editing software technologies.
- Demonstrated competency using Constant Contact or similar e-mail management platforms.
- Demonstrated competency of social media posting procedures to include grammar and spelling, and music/imagery-rights checking before posting content.
- Exhibits excellent interpersonal skills, including the ability to communicate effectively and to train and guide staff about the website and in other electronic media. Team-oriented.
- Demonstrated command of current computer technology and software, basic database applications, and the internet.
- Demonstrated exemplary writing skills; uses a creative approach to all communications.
- Demonstrated excellent organizational skills, including attention to detail.
- Demonstrated ability to manage multiple tasks and projects at the same time.
- Minimal remote work a possibility.
- Ability to meet tight, challenging, and shifting deadlines.

**Supervisory Responsibilities:**

- Supervises volunteers, interns, or part-time staff as needed.

**Required Education and Experience:**

- Must hold a four-year college degree in a related field (journalism, English, museum studies, marketing, etc.) or have at least three years of experience in digital media capacity.
- Documented command of current computer technology is a must.
- Must be articulate and have strong style, spelling, and grammar skills.
- Previous non-profit organization experience preferred.

**Other Duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**EEO Statement:**

Buffalo Bill Center of the West provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

**THE REMAINDER OF THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK**

## Position Analysis/Specifications

	<i>N/A</i>	<i>OCCASIONAL</i>	<i>FREQUENT</i>	<i>CONSTANT</i>
Sitting				X
Standing		X		
Walking		X		
Bending Over		X		
Crawling	X			
Reaching		X		
Crouching		X		
Kneeling	X			
Balancing		X		
Pushing/Pulling		X		
Lifting/Carrying				
10 lbs or less			X	
11 lbs to 25 lbs		X		
26 lbs to 50 lbs	X			
51 lbs to 70 lbs	X			
Manual Dexterity			X	
Fine Motor Skills			X	
Gross Motor Skills		X		
Eye/Hand Coord.			X	
Near Vision			X	
Far Vision		X		
Color Recognition			X	
Hearing			X	

## Environmental Factors

	<i>YES</i>	<i>NO</i>	<i>Limited</i>
Working Outside		X	
Working Inside	X		
Working Alone	X		
Working Closely with Others	X		
Excessive Cold/Heat		X	
Excessive Humidity/Dampness		X	
Noise/Vibrations			X
Working with Chemicals/Detergents/Cleaners		X	
Working Around Fumes/Smoke/Gas		X	
Walking on Uneven Surfaces			X
Motorized Equipment or Vehicles			X
Working With Machinery/Motorized Equipment		X	
Climbing on Scaffolds or Ladders (Step Stool)		X	