



SPRINGFIELD MUSEUMS™
ART • HISTORY • SCIENCE • SEUSS IN SPRINGFIELD

DIGITAL MEDIA AND VIDEO SPECIALIST

Full Time, Non-Exempt; Reports to Vice President of Advancement

As an integral member of the Marketing Team, the Digital Media & Video Specialist leads the creation, production, and distribution of dynamic, video-first storytelling for the Springfield Museums. This role develops and executes a comprehensive digital content strategy across social media platforms and the Museums' website, with a strong emphasis on short-form and campaign-driven video.

Working collaboratively with the Advancement team, this role translates the Museums' mission, vision, and strategic goals into clear, engaging content. Using innovative and trend-driven tools, the specialist ensures the brand is expressed effectively and consistently across digital channels.

The Digital Media & Video Specialist will:

- Help shape the Museums' digital voice through innovative, accessible, and inclusive storytelling
- Collaborate on the development and execution of a video-forward content strategy, producing short-form and long-form video for platforms including Facebook, Instagram, YouTube, and emerging channels
- Shoot, edit, and deliver multimedia campaigns for exhibitions, events, programs, campaigns, and institutional storytelling, maintaining a well-organized media archive
- Monitor social channels daily, engaging with audiences, responding to inquiries and reviews, and participating in online conversations in a timely and professional manner
- Track, analyze, and report on digital performance, with a focus on video metrics and audience engagement
- Write clear, compelling, and audience-specific copy to accompany digital content
- Identify and collaborate with social media content creators, influencers, and community partners to expand reach and bring fresh, authentic perspectives to the Museums' digital presence.
- Maintain the photo and video archive for marketing and internal use
- Identify and analyze issues, patterns, and trends and proactively share related observations, opportunities, and insights with the Advancement team.
- Assist with posting and updating website content (events, exhibitions, news)
- Ensure alignment between web content and social campaigns
- Provide optimized multimedia assets and support basic quality control

Required Qualifications:

- Bachelor's degree and 3–5 years of relevant experience
- Strong video production and editing skills (portfolio required)
- Experience growing social audiences and executing digital campaigns
- Experience working with content creators or influencers
- Familiarity with CMS platforms and basic web content updates
- Strong communication, organization, and analytical skills
- Ability to manage multiple projects and occasional evening/weekend work

Please submit cover letter and resume to Mattie Pavao, Human Resources Manager at mpavao@springfieldmuseums.org by Monday, May 25, 2026

The Springfield Museums is an Equal Opportunity Employer, committed to being a diverse and inclusive workplace, dedicated to fair and inclusive employment practices for all individuals. If you feel you have the skills necessary for this job, but do not have the specified qualifications, please apply and tell us more.