



Career Opportunity

This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Title of Position: Social Media Specialist

Announcement Number: SITRUST-23-NMNH0107

Number of Vacancies: 1

OPEN DATE: January 24, 2023
CLOSING DATE: February 14, 2023
SALARY RANGE: IS-1001-09 (\$64,957.00 - \$84,441.00)
POSITION TYPE: Trust Fund
APPOINTMENT TYPE: Temporary, NTE 2yrs. (*May be further extended based on funding availability*)
SCHEDULE: Full Time
DUTY LOCATION: Washington, DC

Position sensitivity and risk:
[Non-sensitive \(NS\)/Low Risk](#)

Open to all qualified applicants.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the Human Resources Specialist listed. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review <https://www.si.edu/OEEMA/IndividualswithDisabilities>.

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: www.si.edu/oeema.

KEY REQUIREMENTS

- Pass Pre-employment Background Check and Subsequent Background Investigation for position designated as low risk
- Complete a 1-year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- Authorized to work in the U.S. without sponsorship

Conditions of Employment

COVID-19 VACCINATION REQUIREMENTS:

For the latest information on the COVID-19 vaccination requirements and its impact on your application, click on Smithsonian Institution's [Frequently Asked Questions](#).

OVERVIEW:

The Smithsonian National Museum of Natural History (NMNH) seeks a social media specialist who can continue to grow and engage our audiences by creating original, shareable science content that resonates with people and raises awareness of our fragile planet's past, present, and future.

If you still have your childhood curiosity about the natural and cultural world, consider joining our team of science communicators and storytellers. You'll spend your workday exploring everything from asteroids to dinosaurs and help our audiences connect with science and the world around them.

We're looking for applicants who are strong researchers and writers, and experienced social video producers. They will be creative; capable of turning complex subjects into "edutainment"; open to review; and committed to accuracy and the museum's brand.

This position is located in the Office of Advancement and Communications at NMNH. We draw upon the museum's core assets—our researchers (biologists, geologists, and anthropologists), scientific collections, free exhibitions, and educational resources and programs—to develop content that resonates with audiences. Everything we do is in support of the museum's larger mission to understand the natural world and our place in it.

Under supervision from the Office of Communications senior staff, the incumbent will be the museum's lead social media practitioner and will be responsible for advancing the museum's evolving social media strategy; conceiving and producing engaging content daily—both small and large campaigns (organic and paid); tracking and reporting on metrics and emerging trends; and building relationships and collaborations with colleagues across NMNH and the Smithsonian.

A Bachelor's degree in a scientific field and/or journalism is highly desired. The successful applicant will have 2-3 years of experience planning and creating original digital/social content, preferably in the edutainment space or related to science. Qualified applicants will have strong interpersonal skills, superior editorial judgement, an ability to successfully manage multiple deadlines, strong organization skills, a demonstrated ability to work independently and receive feedback. Experience in a large, complex non-profit organization desired.

ABOUT THE SMITHSONIAN & NMNH

The Smithsonian Institution is the world's largest museum, education, and research complex, with 21 museums and the National Zoo. The National Museum of Natural History welcomes around 4 million visitors annually. It opened in 1910 and now houses the world's largest natural history research collection, with more than 146 million objects. The research staff who curate and study the collections are organized into seven departments: anthropology, botany, entomology, mineral sciences, invertebrate zoology, paleobiology and vertebrate zoology. Our exhibits and educational programs reflect our commitment to basic research and current issues, such as biological diversity, global climate change, ecosystem modeling and the documentation and preservation of human cultural heritages.

KEY RESPONSIBILITIES INCLUDE:

Daily Editorial Planning & Production: Research, writes, and edits to make complex subjects relevant, accurate, and engaging to the museum's social media followers daily across priority channels. Advances digital storytelling and marketing by creating visually striking, shareable multimedia (e.g., photos, videos, infographics). Updates and maintains an editorial calendar, generating new ideas for posts, content series, campaigns, etc.

Marketing & Paid Social: As budgets permit, creates ads and campaigns using social and other digital channels that reach key audiences.

Analytics & Insights: Tracks daily metrics for key social media platforms and reports on them monthly, quarterly, and annually.

Collaboration: Builds an expanding network of relationships with experts and colleagues across the museum. Proactively identifies shareable science ideas and behind-the-scenes moments.

Community Engagement & Reputation Management: Monitors and responds to comments and direct messages with strong editorial judgement.

Subject Matter Expert: Follows critical developments in social media. Actively engages with social media experts within the Smithsonian and beyond.

Requirements and Qualifications:

A Bachelor's degree is preferred but not required; one in journalism or a scientific field is highly desired. The successful applicant will have 2-3 years of experience planning and creating original digital/social content, preferably related to science or in the edutainment space. Candidates must have demonstrated competence in navigating complex topics and consulting multiple sources to craft and proofread accurate, high quality, sensitive, and accessible copy in line with brand standards.

Knowledge and experience required for this role include but are not limited to:

- Strong research and writing skills, experience coordinating content review processes, and a knowledge of tactics to ensure factual accuracy.
- Ability to manage an organization's social media channels with sound editorial judgement.
- Skilled at creating visually striking multimedia content (e.g., videos, photos, infographics).
- Ability to conceive of, research, and produce timely and creative content, both on tight deadlines and as part of long-range editorial planning.
- Knowledge of the ever-changing social media landscape and how to effectively use the leading platforms (e.g., Instagram, LinkedIn, Facebook, TikTok, YouTube, Twitter) to engage audiences.
- Skilled at analyzing data and presenting interpretations, in writing and orally.
- Skilled at collaborating with people and sharing ideas and information freely.
- Ability to think critically and strategically and execute strong editorial judgement.
- Knowledge of science.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the

interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

To Apply:

Please forward a resume, and cover letter to:	NMNHStaffing@si.edu Please include Social Media Specialist in the subject line
Applications received on or before February 14, 2023 at 5:00pm (EST) will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year); and average number of hours worked per week. Once the vacancy announcement closes, we will review your experience and credentials to determine if there is a match against the requirements of this open position. What to expect next: After our review of applicants is completed, qualified candidates' résumés will be referred to the hiring manager.	

Relocation expenses are not paid.

The Smithsonian offers a number of exceptional benefits to its employees. Benefit programs include:

Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death, and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan,

Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

We ask that the attached Applicant Demographic Survey Form be completed by candidates, except **Smithsonian Institution employees**, and returned with application materials. This form is for gathering statistical information and will not be considered a part of the application.

DEMOGRAPHIC INFORMATION ON APPLICANTS

OMB No.: 3046-0046

Expiration Date: 7/31/2023

Vacancy Announcement No.: SITRUST-23-NMNH0107

Position Title: Social Media Specialist, IS-1001-09

YOUR PRIVACY IS PROTECTED

This information is used to determine if our equal employment opportunity efforts are reaching all segments of the population, consistent with Federal equal employment opportunity laws. Responses to these questions are voluntary. Your responses will not be shown to the panel rating the applications, to the official selecting an applicant for a position, or to anyone else who can affect your application. This form will not be placed in your Personnel file, nor will it be provided to your supervisors in your employing office should you be hired. The aggregate information collected through this form will be kept private to the extent permitted by law. See the Privacy Act Statement below for more information.

Completion of this form is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Thank you for helping us to provide better service.

1. How did you learn about this position? (Check One):

- Agency Internet Site recruitment
- Private Employment Web Site
- Other Internet Site
- Job Fair
- Newspaper or magazine
- Agency or other Federal government on campus
- School or college counselor or other official
- Friend or relative working for this agency
- Private Employment Office
- Agency Human Resources Department (bulletin board or another announcement)
- Federal, State, or Local Job Information Center
- Other

2. Sex (Check One):

- Male
- Female

3. Ethnicity (Check One):

- Hispanic or Latino** - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino**

4. Race (Check all that apply):

- American Indian or Alaska Native** - a person having origins in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian** - a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.
- Black or African American** - a person having origins in any of the black racial groups of

- Africa.
- Native Hawaiian or Other Pacific Islander** - a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.
- White** - a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

5. Disability/Serious Health Condition

The next questions address disability and serious health conditions. Your responses will ensure that our outreach and recruitment policies are reaching a wide range of individuals with physical or mental conditions. Consider your answers without the use of medication and aids (except eyeglasses) or the help of another person.

A. Do you have any of the following? Check all boxes that apply to you:

- Deaf or serious difficulty hearing
- Blind or serious difficulty seeing even when wearing glasses
- Missing an arm, leg, hand, or foot
- Paralysis: Partial or complete paralysis (any cause)
- Significant Disfigurement: for example, severe disfigurements caused by burns, wounds, accidents, or congenital disorders
- Significant Mobility Impairment: for example, uses a wheelchair, scooter, walker or uses a leg brace to walk
- Significant Psychiatric Disorder: for example, bipolar disorder, schizophrenia, PTSD, or major depression
- Intellectual Disability (formerly described as mental retardation)
- Developmental Disability: for example, cerebral palsy or autism spectrum disorder
- Traumatic Brain Injury
- Dwarfism
- Epilepsy or other seizure disorder
- Other disability or serious health condition: for example, diabetes, cancer, cardiovascular disease, anxiety disorder, or HIV infection; a learning disability, a speech impairment, or a hearing impairment (if this applies to you, please go to Section A.1.)

If you did not select one of the options above, please indicate whether.

- None of the conditions listed above apply to me.
- I do not wish to answer questions regarding disability/health conditions.

A.1. Other Disability or Serious Health Condition (Optional)

You indicated that you have a disability or a serious health condition. If you are willing, please select the conditions listed below that apply to you. As explained above, your responses will not be shown to the panel rating the applications, to the selecting official, or to anyone else who can affect your application. All responses will remain private to the extent permitted by law. See the Privacy Act Statement below for more information.

Please check all that apply:

- I do not wish to specify any condition.
- Alcoholism
- Cancer
- Cardiovascular or heart disease
- Crohn's disease, irritable bowel syndrome, or other gastrointestinal impairment
- Depression, anxiety disorder, or other psychological disorder
- Diabetes or other metabolic disease

- Difficulty seeing even when wearing glasses**
 - Hearing impairment**
 - History of drug addiction (but not currently using illegal drugs)**
 - HIV Infection/AIDS or other immune disorder**
 - Kidney dysfunction: for example, requires dialysis**
 - Learning disabilities or ADHD**
 - Liver disease: for example, hepatitis or cirrhosis**
 - Lupus, fibromyalgia, rheumatoid arthritis, or other autoimmune disorder**
 - Morbid obesity**
 - Nervous system disorder: for example, migraine headaches, Parkinson's disease, or multiplesclerosis**
 - Non-paralytic orthopedic impairments: for example, chronic pain, stiffness, weakness in bones or joints, or some loss of ability to use parts of the body**
 - Orthopedic impairments or osteo-arthritis**
 - Pulmonary or respiratory impairment: for example, asthma, chronic bronchitis, or TB**
 - Sickle cell anemia, hemophilia, or other blood disease**
 - Speech impairment**
 - Spinal abnormalities: for example, spina bifida or scoliosis**
 - Thyroid dysfunction or other endocrine disorder**
 - Other. Please identify the disability/health condition, if willing:**
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PRIVACY ACT AND PAPERWORK REDUCTION ACT STATEMENTS

Privacy Act Statement: This Privacy Act Statement is provided pursuant to 5 U.S.C. 552a (commonly known as the Privacy Act of 1974). The authority for this form is 5 U.S.C. 7201, which provides that the Office of Personnel Management shall implement a minority recruitment program, by the Uniform Guidelines on Employee Selection Procedures, 29 C.F.R. Part 1607.4, which requires collection of demographic data to determine if a selection procedure has an unlawful disparate impact, and by Section 501 of the Rehabilitation Act of 1973, which requires federal agencies to prepare affirmative action plans for the hiring and advancement of people with disabilities. Data relating to an individual applicant are not provided to selecting officials. This form will be seen by Human Resource Personnel in the Office of Personnel Management (who are not involved in considering an applicant for a particular job) and by Equal Employment Opportunity Commission officials who will receive aggregate, non-identifiable data from the Office of Personnel Management derived from this form.

Purpose and Routine Uses: The aggregate, non-identifiable information summarizing all applicants for a position will be used by the Office of Personnel Management and by the Equal Employment Opportunity Commission to determine if the executive branch of the Federal Government is effectively recruiting and selecting individuals from all segments of the population. **Effects of Nondisclosure:** Providing this information is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Paperwork Reduction Act Statement: The Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et. seq.) requires us to inform you that this information is being collected for planning and assessing affirmative employment program initiatives. Response to this request is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. The estimated burden of completing this form is five (5) minutes per response, including the time for reviewing instructions.