



DIGITAL MARKETING ASSOCIATE – F/T

The Witte Museum is where Nature, Science and Culture meet, through the lens of Texas Deep Time and the themes of Land, Sky and Water. The Witte is the only museum that focuses on Millions, Thousands and Hundreds of years in what we now call Texas. The Witte inspires people to shape the Future of Texas through transformative and relevant experiences in engaging exhibitions and programs. Founded in 1926, the Witte is located along the San Antonio River and has recently renovated and expanded the entire museum campus.

POSITION SUMMARY

The Digital Marketing Associate is a creative and highly motivated person with strong organizational skills and attention to detail. Reporting to the Director of Communications and working closely with the Art Director, this role develops and executes digital marketing campaigns to expand brand awareness and enhance the Witte's digital presence. The Associate contributes to content creation, targeted marketing strategies, and external communications while ensuring brand consistency. This role requires a collaborative mindset, engaging storytelling skills, and the ability to manage multiple priorities in a dynamic, team-oriented environment.

RESPONSIBILITIES

- Assist the Director of Communications in planning and implementing the Witte's marketing initiatives.
- Develop and coordinate digital content, including video, photography and graphics, in line with brand identity.
- Format, schedule and manage email campaigns, e-newsletters and website updates.
- Manage the Witte's organic and paid social media accounts, following the Communications editorial calendar.
- Serve as a digital storyteller, capturing and sharing engaging content through photography and videography.
- Partner with the Art Director on creative updates and the production of marketing and in-house visuals.
- Attend museum events and outreach activities as needed, including occasional evenings and weekends.
- Collaborate across departments to develop and execute innovative brand promotion ideas.
- Ensure consistency in messaging and visual identity across all digital communications, adhering to brand guidelines.
- Generate and share reports on digital reach and marketing campaign effectiveness.
- Perform other duties as assigned

EDUCATION

Required: Bachelor's degree in marketing, communications, graphic design, or a related field.

EXPERIENCE AND SKILLS

- Minimum one year of professional experience in social media marketing, digital marketing or graphic design.
- Experience creating digital content (photography, video and graphics) and managing business social media accounts.
- Strong knowledge of social media platforms, digital trends and emerging technologies.
- Comfortable and excited to learn and implement new applications, software and digital trends.
- Understanding of digital communication strategies, SEO and email marketing best practices.
- Excellent writing skills with the ability to craft compelling stories that engage diverse audience and drive action.
- Strong organizational and time management skills with the ability to take initiative.



- Ability to work well in a fast-paced, collaborative environment
- **Preferred:** Experience tracking and interpreting digital marketing analytics (Google Analytics, Meta Business Suite, AgoraPulse).
- **Preferred:** Experience with website management and design.
- **Preferred:** Familiarity with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Express, Premiere Pro), Adobe After Effects, WordPress and WordFly.

PHYSICAL REQUIREMENTS

- Work primarily in a climate-controlled environment, may require working outdoors during events, sometimes in varying weather condition.
- Must be able to walk, stoop, bend, climb stairs, reach overhead, sit and stand for extended periods
- Occasionally lift heavy objects up to 35 lbs.
- Frequent near vision use for reading and computer
- Ability to work independently and as a team member
- Must be able to function effectively in a sometimes-stressful environment, dealing with a variety of challenges, strict deadlines, and numerous contacts

The Witte Museum is an equal opportunity employer.

Closing date: Open until filled

Résumé and Cover Letter may be emailed to: humanresources@wittemuseum.org