



Long Island Children's Museum
LONG ISLAND CHILDREN'S MUSEUM
POSITION DESCRIPTION

TITLE: Social Media Manager

PAGE: 1

DEPARTMENT: Marketing and Communications **FLSA:** Non- Exempt

PREPARED: 2/13/2026

JOB SUMMARY:

The Social Media Manager will be responsible for creating, capturing, and managing engaging content that showcases the energy, joy, and educational impact of LICM. This role blends content creation, video, photography, strategy, and organization, with a strong emphasis on storytelling and consistency.

DUTIES AND RESPONSIBILITIES:

Content Creation & Strategy

- Plan, create, and execute social media content across platforms (Instagram, Facebook, TikTok, LinkedIn, and others as needed)
- Develop short-form video content (Reels, TikToks, Stories) that highlights exhibits, programs, events, and behind-the-scenes moments
- Capture on-site photography and video that reflects the fun, creativity, and mission of LICM
- Build and maintain a strong, cohesive visual and brand voice

Organization & Planning

- Maintain a content calendar and ensure timely posting around exhibits, events, holidays, and promotions
- Organize digital assets (photos, videos, captions, hashtags) for easy access and reuse
- Coordinate with internal teams to stay ahead of programming and marketing needs

Community Engagement

- Monitor comments, messages, and mentions; respond in a friendly, professional, on-brand voice
- Help foster an engaged and welcoming online community for families, educators, and partners

Portfolio & Reporting

- Maintain a portfolio of social media work, including videos, photography, and campaigns
- Track performance metrics and provide insights on what content is resonating

Website Updates

- Assist with website maintenance and updates, collaborating with the marketing team to keep digital content current and engaging

SUPERVISION:

Reporting to: Director of Marketing and Communications

Direct Reports: None

MINIMUM QUALIFICATIONS:

Education: Bachelor's degree (B.A./B.S.) from a four-year college or university. Preference for individuals with communications or marketing. Equivalent work experience will be accepted.

Experience:

- 2 years proven success in social media
- Experience in a cultural organization a plus.

Required Skills:

- Represent the Long Island Children's Museum to the highest standards.
- Proven experience managing social media accounts for a brand, organization, or institution
- Strong skills in short-form video creation and video editing
- Experience with photography and visual storytelling
- Excellent organizational skills and attention to detail
- Ability to work independently and manage multiple projects at once
- Comfortable working on-site and capturing live content in a public, family-focused environment.



Long Island Children's Museum
LONG ISLAND CHILDREN'S MUSEUM
POSITION DESCRIPTION

TITLE: Social Media Manager **PAGE:** 2
DEPARTMENT: Marketing and Communications **FLSA:** Non- Exempt
PREPARED: 2/13/2026

Preferred Skills:

- Bilingual (Spanish-speaking)
- Familiarity with social media scheduling and analytics tools
- Creative mindset with a strong understanding of trends especially on Instagram and TikTok

WORKING CONDITIONS:

Environment: Indoors, office environment.

Working Hours:

- Full Time -35 hours per week (Flexible schedule including both weekdays and weekends- occasional night events)
- In-person, on-site

Use of Equipment: Computer equipment and Cloud Based Applications

Travel: None

COMPENSATION/BENEFITS:

- **Salary:** \$30 to \$32 an hour
- **Insurance Programs available:**
 - Health Insurance
 - Dental
 - Vision
 - Flexible Spending
- Employee discount programs
- Paid time off
- Professional development assistance
- 401k Program

To Apply: Please submit a cover letter and resume via email to: resumes@licm.org. Please put Social Media Manager in the subject of the email. In addition to your resume, please include a link to a short video you've created (TikTok, Instagram Reel, YouTube, etc.). This is your chance to shine! It can be a previous project, a creative introduction, or even a fun promotional concept for LICM. Show us your creativity, energy, and how you bring stories to life through video.

To perform this job successfully an individual must be able to perform each essential duty and responsibility satisfactorily. The Long Island Children's Museum is an Equal Opportunity Employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants. The requirements listed above are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

For more information about Long Island Children's Museum visit www.licm.org or on Instagram, Facebook, LinkedIn, YouTube.