



Lone Star Flight Museum Digital Marketing Support – Contract Position

Organization Overview

The Lone Star Flight Museum (LSFM), a non-profit 501(c) 3, opened its \$38 million facility at Ellington Airport in September 2017 after 27 years in Galveston, TX. With the belief aviation inspires achievement and endless possibilities, the museum serves to fulfill its mission to celebrate flight and achievements in Texas aviation history in an inspiring educational environment that meets the needs of students and visitors of all ages. Emphasizing the role of science, technology, engineering and mathematics (STEM), LSFM's vision is to be a dynamic and interactive educational flight museum reaching the people of Texas as a recognized experience of choice.

Objectives:

- Increase social media reach and impressions for Lone Star Flight Museum (LSFM).
 - Goal of 15% increase in followers and engagement on Facebook, Instagram and LinkedIn annually.
- Develop a social media communication plan to increase brand awareness, website traffic and create calls-to-action that support LSFM goals.
- Manage social media accounts for LSFM to increase visibility, awareness and attendance.
- Support website edits, SEO and minor buildouts of pages.
- Creation and scheduling of newsletters to support LSFM programs; maintenance of mailing list database.
- Support additional LSFM marketing initiatives, campaigns, events, advertising and public relations to receive maximum reach for these efforts via digital marketing platforms and website.

Deliverables:

- Meetings with LSFM to gather information, collateral, upcoming events, immediate focus areas and needs.
- Develop a month-to-month social media communications plan with the expectation that adjustments would be made periodically.
- Focus on monthly exhibits, events and fundraising opportunities.
- Identify and develop potential partnerships and cross-promoting opportunities.
- Develop hashtags, selfie spots, social media calls-to-action for LSFM branding.
- Develop analytic tracking methods for followers, reach, impressions and engagement.
- Attendance at various programs in order to take photos and record videos for future use. Organize and maintain Dropbox folders.
- Regular posts on all social media accounts.
- Produce graphics, video clips, photos and content for social media platform posts.
- Manage social media ads to boost posts (increase impressions, reach/followers.)
- Implement monthly tactics from social media communications plan.
- Track analytics on all social media platforms and website and create comprehensive quarterly reports on reach, audience, demographics, impressions and engagement.

Terms and Conditions will be negotiated between LSFM and qualified parties. The Lone Star Flight Museum is an equal opportunity employer and encourages all qualified candidates to apply.

To apply: email resume and cover letter to ratha.liladrie@lonestarflight.org