

**THE JEWISH MUSEUM  
JOB DESCRIPTION  
SEO / SEM Specialist**

DATE: April, 2010

DEPARTMENT: Marketing and Communications

TITLE: SEO / SEM Specialist

SCHEDULE: Part-time, 20 hours p/week. Temporary

REPORTS TO: Marketing Manager

FLSA STATUS: Non-Exempt

START DATE: Immediate

**NATURE OF THE WORK:**

The primary focus of this position will be to implement search engine optimization (SEO) & search engine marketing (SEM) for the Museum's web site to complement and support the Museum's overall strategic marketing plans.

Work involves full participation in the efforts of the Marketing and Communications Department to increase the number of web visitors to TheJewishMuseum.org.

The SEO / SEM Specialist will be responsible for the exercise of administrative judgment, assessing multiple priorities and task-related decision-making, under the authority delegated by supervisors.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Work with the Marketing Manager and outside advisor to implement an SEO & SEM plan for TheJewishMuseum.org.

Monitor and tune performance of the sites for the various natural search engines.

Optimize website copy, meta tags, etc. to support the website and tracking metrics.

Create website traffic, ranking, and conversion reports for key staff.

Maintain and update SEO documentation

Keep current on search engine trends, algorithms, and best practices

Assist the Marketing Associate to track, analyze and report results for the Museum's E-news program.

Interface with the Assistant Curator of Web Projects and Collections Manager to track, analyze and report results of key content.

Provide support & analytics training to the Museum's core web editors and colleagues using online applications to promote their areas to the public.

### **QUALIFICATIONS**

1-3 years of digital marketing experience, SEO / SEM preferred.

Excellent computer skills. Experience with Microsoft Office Suite and Google Analytics required, Dreamweaver/HTML preferred.

Analytical thinker, able to work with numerical and statistical reports.

Minimum BA/BS degree. Previous work experience in an arts/cultural/museum environment preferred.

Understanding of marketing and audience development concepts.

Excellent interpersonal skills with the ability to establish and maintain effective working relationships with colleagues.

Able to multi-task and work with tight deadlines in high-pressure environment.

Problem solver.

### **Please submit resume in confidence to:**

Director, Human Resources  
The Jewish Museum  
1109 Fifth Avenue  
New York, NY 10128  
FAX: 212-423-3232  
Email: [jobs@thejm.org](mailto:jobs@thejm.org)

The Jewish Museum is an equal opportunity employer.