

Museum of the Rockies

Digital Storytelling & Social Media Assistant

Type of Employment: MSU Student

Compensation: \$16/hour

Hours: Up to 20 hours per week (with specific event exceptions)

Report to: Alicia Harvey, Senior Director Marketing

Position Overview:

Are you a visual storyteller with a lens for detail and a thumb on the pulse of social trends? Museum of the Rockies is seeking a driven, accountable, and creative MSU student to join our marketing team. This role is perfect for someone who lives and breathes photography, videography, social media, and who wants to help bring the museum's world-class exhibits and events to life for a digital audience.

Key Responsibilities:

- **Content Creation:** Create and produce new video and photography assets to create engaging, high-quality social media posts across the museum's platforms of Instagram, X, Facebook, LinkedIn, YouTube, BlueSky, and the museum's website.
- **Digital Storytelling:** Capture the "behind-the-scenes" and "front-of-house" magic of the museum to build community engagement. Collaborate with all museum departments to procure this this content.
- **Event Coverage:**
 - **2026 Marquee Events:**
 - Must be available for **20 hours** during the 5th annual *Dinosaurs and MOR! Festival (March 27 – 29)* to capture event highlights and provide real-time social media updates.
 - Must be available for the **Friday, June 26 Taste of the Rockies** evening benefit event to capture event highlights and provide real-time social media updates.
 - Must be available for the **October 1 Evening at the Museum** benefit event to capture event highlights and provide real-time social media updates.
 - **Ongoing Support:** Attend select evening or weekend events as needed for live social media promotion and event recordings.
- Other digital marketing duties as assigned.

Required Skills & Qualifications:

- **Videography Expert:** Proven experience in capturing and editing professional-grade photography and short-form video for reels, stories, website, etc.
- **Social Media Expert:** Proven experience posting to and managing profiles on X, Facebook, BlueSky, YouTube, LinkedIn, and Instagram social media platforms.
- **Content Creation & Digital Strategy:**
 - Proven proficiency with professional video and photo editing tools, such as Adobe Creative Suite, CapCut, and Meta Business Suite, to produce high-quality digital assets.
 - Demonstrated experience managing and publishing content across major social media platforms with a strong emphasis on audience engagement, performance optimization, and brand consistency.
 - Working knowledge of Android and iOS operating systems, including content creation, publishing, and troubleshooting across mobile devices.
- **Accountability:** A self-starter who is highly driven, meets deadlines, and takes ownership of projects.
- **Passion:** A genuine interest in the museum's mission and the ability to translate complex topics (science, history, art) into digestible, viral content.

Physical Demands & Schedule:

- Must be able to navigate the museum and event spaces to capture content.
- Standard schedule of up to 20 hours per week (mostly onsite/some hybrid) in a shared workspace.

How to Apply: Email a resume and cover letter addressing your skills and qualifications to Alicia Harvey, Senior Director of Marketing at Museum of the Rockies via alicia.harvey@montana.edu.