

Terms of Reference (ToR) **Communications and Social Media Coordinator**

Background

Established in 2016, [Southeast Asia Museum Services \(SEAMS\)](#) has extensive experience delivering a range of creative and innovative projects for clients in the cultural sector. Currently, SEAMS is delivering the Indonesian Museums Documentation Project (2025-2026) supported by the U.S. Ambassadors Fund for Cultural Preservation (AFCP). This project involves the development and implementation of documentation systems across 12 museums in Jakarta and the National Museum of Indonesia.

Key Responsibilities

SEAMS is seeking a **Communications and Social Media Coordinator** to lead public engagement across the Koleksi Kita project (National Museum of Indonesia and Jakarta museums partner museums). The Communications and Social Media Coordinator will:

- Plan and implement communication strategies for the overall Koleksi Kita project (including the National Museum of Indonesia and partner museums)
- Manage and update social media accounts
- Create and schedule engaging posts, reels, and videos
- Update project website with news stories (English and Indonesian)
- Monitor and report on audience engagement and reach
- Draft media releases and support public relations efforts
- Develop stories about project participants, objects, and activities
- Create content for use across social media, the project website, and exhibition materials
- Support research and cataloguing of objects as part of the project
- Develop interpretation of objects for exhibitions.

Deliverables

- Regularly updated social media accounts with engaging posts, reels, and videos in line with the project's content plan.
- Up-to-date project website featuring news stories, in both English and Indonesian.
- Monthly or quarterly reports on social media engagement, audience reach, and content performance.
- Media releases and PR materials for project events, exhibitions, or milestones.
- A set of written and visual stories highlighting project participants, collection objects, and activities.
- Content assets (images, videos, captions) ready for use across social media, the website, and exhibition materials.

Duration and Working Conditions

- Full-time position (5 days per week)
- Period: 6 months, with the possibility of extension
- Working arrangement: 3 days on-site (SEAMS Office at MSJ and site museums) / 2 days remote

Remuneration

- The Communications and Social Media Coordinator will receive a competitive fixed monthly remuneration inclusive of all applicable taxes and BPJS.

Required Skills and Experience

- Proven experience managing social media and digital communications
- Ability to create compelling multimedia content (photos, reels, videos)
- Strong writing and storytelling skills in both English and Indonesian
- Understanding of audience engagement metrics and content strategy
- Experience working with arts, cultural, or museum-related content preferred

Application

Please email your CV and a one page cover letter to admin@seams.id by **Thursday the 28th of August 2025**. Kindly include the role name '**Communications and Social Media Coordinator**' in the email subject heading.