Title: Marketing Coordinator
Status: Non-Exempt
Schedule: Part Time (16hrs/weekly)
Compensation: $17/hourly
Supervisor: Marketing Manager

Job Summary: The Marketing Coordinator is responsible for supporting the museums’ general communication functions, including marketing, advertising, and public relations, under the direction of the Marketing Manager and Director of Advancement.

Duties:

- Assemble a monthly e-newsletter, generate multimodal social media content, and interact with the A&H online community in the museum voice
- Design physical collateral including advertisements, newsletters, brochures, posters, banners, wayfinding signage, exhibition-related or educational graphics, and more
- Compose articles, press releases, media updates, sponsored copy, and other written materials for promotion, education, and awareness
- Contribute to the creation of multimedia museum documentation and marketing materials such as commercials, podcasts, digital advertisements, event coverage, educational videos, and more
- Manage media calendars, collecting, submitting, and effecting corrections of event information in a timely manner
- Perform media research and outreach independently on the internet, at live networking events, or with media research tools such as MuckRack
- Contribute to the marketing photo/video archives by generating and/or editing media
- Organize and maintain internal multimedia archives and strategic marketing spreadsheets
- Complete additional duties, as assigned by the Marketing Manager or Director of Advancement

Qualifications:

Work & Educational Experience
- Strong design skills, with a multimedia portfolio available for review
- Experience with marketing, advertising, and public relations concepts
- Experience in social media management and writing for SEO
- Competency in DEI and accessibility topics
Software Proficiency

● Proficiency with Canva and familiarity with the Adobe Creative Suite is required
● Basic photography and photo editing and/or videography and video editing skills required
● Experience with social media calendar management tools like Later or Hootsuite
● Familiarity with Wordpress or other site management software is required; basic HTML knowledge is a plus
● A strong command of basic professional programs such as the Google Suite (Gmail, Google Drive) and Microsoft Office (Word, Excel)

Soft Skills

● Bilingual Spanish language skills are a plus
● Superior written, verbal, and interpersonal communication skills
● Ability to prioritize, multi-task efficiently and respond to a high volume of ongoing requests in a timely fashion to meet deadlines
● Ability to adapt and be flexible in a dynamic and collaborative work environment
● Preference for a flexible schedule that can include occasional attendance at evening or weekend events

To apply, email a resume and letter of interest to humanresources@artandhistory.org