

Job Title: Museum Marketing Coordinator

Rate of Pay: \$17-\$18.50/hour

Permanent Full Time: 40hrs/week. Monday thru Friday; 8:00am - 5pm. Evening and weekends as needed.

Job Summary

Utilize traditional, print, social, and other forms of new media to bring visitors to the Museum, to Museum events, fundraisers, and programs, and to foster Museum growth.

Reports to: Executive Director

Submit resume, references & cover letter to morgan.marks@oldwestmuseum.org.
No phone calls. Open until filled.

Minimum Qualifications

Bachelor's degree in Marketing or related field, plus 1-year work-related experience preferred.

Knowledge of:

- Proficiency with Microsoft Office Suite/Internet
- Proficiency with Adobe Software (i.e. Photoshop, InDesign, Illustrator)
- Proficiency with digital technology, new and emerging media, current social media, mobile devices, and other relevant media
- Knowledge of current marketing standards and best practices
- Graphic Design
- Website Design
- WordPress, Shopify, & Wix
- Email marketing

Skills:

- Self-directed and able to work independently as well as effectively in a team setting and collaborate across the organization
- Strong organizational skills, exceptional resourcefulness, and displays good professional judgement, problem solving, and ability to work under pressure, exercising tact and diplomacy
- Maintain effective supervisory relationships
- Maintain annual budget and make decisions based on budget
- Be flexible in context of changing schedules and project development
- Receive constructive criticism and feedback well
- Work with and support a variety of volunteers, both independently and in committees
- Excellent communicator and creative thinker, with an ability to use data to inform decisions

- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of the Museum's types of content
- Communicate effectively in a culturally and ethnically diverse community

Duties:

- Maintain and manage the Museum's social media profiles and presence, including Facebook, Instagram, LinkedIn, and additional channels that may be deemed relevant
- Livestream events & fundraisers as needed
- Create shareable content appropriate for specific networks to spread both our brand and our content
- Aid in the production of interpretive materials and Museum graphics
- Maintain and manage media sponsor relationships, with support from Development Manager
- Coordinate marketing efforts to promote awareness of programs, highlight achievements
- Design, produce, and manage marketing campaigns for each of the Museum's main fundraisers (including but not limited to Western Spirit Art Show, CFD Western Art Show, CFD Hall of Fame, and other programs)
- Design, produce, and manage marketing campaigns for each of the Museum's smaller events, including but not limited to free events, member openings, and educational programs & fundraisers
- Design, produce, and manage marketing campaigns for year-round Museum attendance and for CFD-specific Museum attendance
- Maintain and update the Museum's website, embedded under CFD's main site, as well as the Western Spirit Art Show and CFD Western Art Show websites
- Design, develop, and produce four editions of *Stageline*, the Museum's quarterly digital membership magazine
- Coordinate with Development Manager on sponsor benefit fulfillment (recognition of name/logo in appropriate locations)
- Design and produce printed and digital media for each event and for general Museum needs (i.e. table tents, programs, gallery guides, gallery digital slides, etc.)
- Maintain and write press releases, the Museum's annual calendar with digital updates on community calendars, and the Museum's Constant Contact account for newsletters
- Photograph events and exhibits as necessary
- Perform other duties as assigned

Working Conditions:

Standard office environment with both indoor and outdoor activities. Must be able to lift office products and supplies up to 30 pounds.