



PR & Marketing Coordinator —Job description

Summary:

The PR & Marketing Coordinator is responsible for broadly employing all means of communications, media relations, social media, and marketing to communicate with the National Museum of Industrial History's many audiences, promote the NMIH brand, and advance its mission and strategic goals to increase awareness, visitation, attendance, membership, and philanthropic support.

The PR & Marketing Coordinator will create and leverage effective public relations, targeted media, digital & email marketing, advertising, press releases, website, social media, publications, and collateral materials to perform their role.

Reports to: VP of Business Development

Key Responsibilities:

Marketing: Prepare and execute marketing strategies in the creation of print and digital marketing materials including brochures, direct mail, email campaigns, and other promotional materials. Manage distribution to key outlets to ensure timely delivery.

Advertising: Work with local, regional and national outlets to place paid advertisements or coordinate promotional partnership for the organization while keeping within the departmental budget.

Social Media: Possess a strong understanding of the tactical uses of core social media platforms (i.e. Facebook, Twitter, Instagram, and YouTube). Ability to create and maintain social media calendars, plan and coordinate mission-driven content. Must maintain organizational voice on social channels and external communications and balance the needs of different departments and priorities.

Graphic Design: Possess solid proficiency in Adobe Creative Suite (particularly Illustrator, Photoshop and InDesign) to create in-house graphics, photo collages, website graphics, signage, program flyers and paid media advertisements as needed.

Website: Working knowledge of WordPress to update content, refresh imagery, and monitor the organization's website.

Publications: Manage the design and distribution of organization's print and/or digital publications

General PR: Write and distribute organizational media releases, manage photo opportunities, host press outlets and film crews on-site, and facilitate successful press experiences.

Community Relations: Participate with the entire team as an ambassador for the Museum in the community - forging partnerships, identifying collaborative opportunities and serving on committees for community initiatives as needed.

Qualifications and Skills Preferred:

- B.A. or AD from an accredited institution with a concentration in public relations, communications, marketing, or another related field, or an equivalent combination of education and experience.
- Minimum two years' experience in PR and Marketing - working in museum/travel/tourism/cultural heritage sector a plus.



- Experience working with press and media, as well as a wide array of diverse audiences and/or community organizations
- Positive, creative, enthusiastic self-starter with superior planning and organizational skills
- Ability to manage multiple PR/Marketing projects and deadlines, and be able to take a project from concept to successful execution
- Top-notch writing/copyediting
- Should enjoy public speaking and possess diplomatic interpersonal skills
- Solid proficiency in Microsoft Office Suite and Adobe Creative Suite (Illustrator, Photoshop, InDesign)/
- Experience designing advertisements and other print and digital marketing collateral
- HTML and/or WordPress experience is preferred
- Experience posting/managing social media for an organization (Facebook, Instagram, Twitter, YouTube) is preferred. Familiarity with HootSuite or other social media management software a plus.
- Familiarity with additional digital media tools such as MailChimp, Canva and/or others is a plus.
- Ability to work some weekends and evenings seasonally, and when needed to assist with key special fundraising events, programs and/or press visits, with an eye on capturing events for social media

Rate of pay: Full-time position with benefits. Salary commensurate with experience.

Please submit resume and cover letter to mpildis@nmih.org.