



## Marketing and Events Coordinator Job Description

Job Title: Marketing and Events Coordinator

Reports to: Executive Director

Status: Full-Time, Exempt

**Position Overview:** Marketing and Events Coordinator serves as the lead for event planning & execution, educational programming, camp programming, marketing endeavors and community outreach. This person contributes to the Kearney Area Children Museum's mission through expertise in exhibit and program development, formal and informal learning strategies, and evaluation of programs and partnerships for young children, families, and community. The Marketing and Events Coordinator is also responsible for the fundraising, development, execution and management of programs as well as implementation & evaluation of community engagement activities. The Marketing and Events Coordinator is the lead for all marketing endeavors - including, but not limited to, social media, print, television and radio.

### Required Qualifications:

- High School diploma or GED required.
- Ability to work occasional nights and weekends for special events as needed.
- Comfortable working with children and their caregivers.
- Understanding in the formal and informal education communities.
- Excellent written and oral communication skills. Detail oriented.
- Strong creative, organizational and time management skills. Able to prioritize projects and manage a heavy workload. Able to follow through on assigned tasks with minimal oversight.
- Comfortable working independently or as part of a team. Able to multitask, manage projects concurrently, and adapt quickly - especially when internal priorities shift.
- Exercise good judgement, flexibility, creativity and sensitivity in response to changing situations and needs.
- Maintain a professional and positive attitude while treating staff, patrons, sponsors and donors with respect.
- Ability to work in a flexible teamwork environment, problem solve, and respond to the needs of museum patrons and campers.

### Preferred Qualifications:

- Bachelor's degree or 3 years of applicable experience is preferred - content creation, educational program creation, event planning.
- Solid knowledge of WordPress, Constant Contact, Canva, Microsoft Office, Photoshop, graphic design, content development, project management systems, marketing and social media platforms.

**Duties and Responsibilities:**

- Design, implement and facilitate annual programming plan within the museum's budget.
- Work in close collaboration with the Executive Director to set, achieve or exceed expense and revenue goals annually.
- Maintain an open relationship with the Exhibits Committee in regards to exhibit education and sponsorship opportunities.
- Perform other marketing and programming duties as needed to increase reach of the museum to new and growing markets.
- Work to extend the museum's visibility across all traditional and non-traditional marketing and advertising platforms for programming activities and events.
- Maintain working knowledge of significant developments and trends in the fields of museum education and in the areas of child development and family learning.
- Oversee educational aspects of new exhibit and program planning, including outreach and other educational initiatives and educational partnerships.
- Manage the museum's social networking activities. Create select marketing/communications materials e.g. quarterly e-newsletter, in-house signage, coupons, flyers, etc.
- Use email marketing tools for programming and events. Use such publications in mass mailing and marketing campaigns.

**Public Relations:**

- Initiate and maintain a high level of knowledge for the museum on community needs - statistical and practical.
- Serve as overall coordinator for all special events, including those with Board Member leadership.
- Build and maintain promotional partnerships with donors, sponsors, outside organizations and businesses as a way to extend our presence in key markets to reach new audience segments. Evaluate these partnerships annually, or more frequently if necessary.
- Track and evaluate attendance and feedback from programming events; coordinate with other museum staff of museum priorities and calendar of events.
- Support the organization's individual and corporate fundraising efforts.

**Hours:** 40 hours per week Monday through Friday; occasional weekend and evening shifts may be required.

**Salary:** \$40,000-\$43,000 annually based on experience

*The preceding job description has been designed to indicate the general nature and essential duties and responsibilities of work performed by employees within this classification. It may not contain a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to do this job.*

*Resignation from this position requires a 30 day written notice to the Executive Director.*