



discovery gateway
children's museum

POSITION DESCRIPTION

Title: MarComm and Events Coordinator

Reports to: Development and Marketing Director

Summary: Under the direction of the Development and Marketing Director, supports all aspects of the Museum's marketing, branding, public relations, communications/publications, graphic needs and events.

Supervisory Responsibilities: None at this time

Employment Classification: Full-time, FLSA exempt status.

General Responsibilities:

- Participates in the creative conception, planning, and execution of departmental projects.
- Serves as the department liaison for the creation of Museum collateral, working with other departments as necessary.
- Create and maintain relationships with potential and existing community partners. Assist the marketing and programs department with community relations activities.
- Manage the Museum's community donation program, evaluating and responding to requests.
- Maintain archives of newspaper clippings, ads, museum collateral, and press releases.
- Work closely with the operations/programs department to understand fully all education and community outreach activities in order to accurately and creatively market Museum offerings.
- Assume additional responsibilities and perform special projects as needed or directed.

1. Marketing/Media Relations:

- Responsible for coordinating the advertising schedule, ensuring timely submission of artwork and/or copy. Media buys and advertising strategy as assigned.
- Conducts market research, including zip code tracking and demographic research (surveys) within the Museum.
- Writes high-quality copy for publications and marketing campaigns. Works with the Creative Director to produce the monthly enewsletter, eblasts, and on-site signage, from conception through writing to final production.
- Writes and edits Museum updates to community calendars/newsletters, e.g. NowPlayingUtah, VisitSaltLake, etc.
- Writes and edits press releases as directed. Assists with the creation and maintenance of press kits, including distribution of press materials.

- Track and record monthly media coverage, and compile monthly reports for the department Director.
- Develops, implements, and evaluates marketing initiatives and promotions as directed.

2. Communications/Multimedia:

- Responsible for the Museum's online presence and increasing community awareness through multimedia channels.
- Oversees website maintenance, ensuring that content reflects Museum's mission, messaging, and current activities. Compiles web statistics.
- Assists with the development and expansion of social media strategies, as well as manage all platforms. Coordinates photography and videography as needed.
- Manages, store, and analyze data from online marketing efforts, and compile monthly report for department Director.
- Researches outside websites to provide updated and corrected information regarding Museum events, activities, programs, and exhibits.
- Assists with graphic projects as needed.

3. Facility Rentals and Special Events:

- Proactively promotes and solicits new business for facility rentals, including scheduling and hosting facility tours.
- Responsible for overseeing contracts and invoices, and directing outside vendors.
- Working with operations staff, coordinates staff scheduling, planning of set-up/break-down needs and other logistics for upcoming rentals/events.
- Serves as project manager for special events in coordination with appropriate departments.

Qualifications:

- Bachelor's Degree in Marketing, Communications, or Public Relations, with two years of related experience.
- Must be computer proficient, i.e. word processing, spreadsheets, database management and social media. Experience with Joomla, Adobe Photoshop, InDesign, and Illustrator preferred.
- Must be creative and have excellent communication skills, both verbal and written.
- Ability to juggle multiple tasks in a deadline driven environment. Flexible, fast learner with initiative. Highly organized, with attention to detail and accuracy.
- Demonstrated ability to establish and maintain effective working relationships both within and outside the organization; and to work well with others in team situations.
- Ability to work flexible hours, including some nights and weekends.