Museum of Discovery
Marketing & Communications Specialist
Full-time Job Description

Job Summary:

The Marketing & Communications Specialist promotes the Museum of Discovery through digital marketing, social media, email marketing, video production and written communications. This position develops engaging content, manages assigned digital marketing activities, creates and edits short-form video, and coordinates promotional campaigns that increase awareness, audience engagement and participation in museum programs and events.

The ideal candidate is a strong communicator and creative thinker with an interest in digital marketing and content creation. This position uses digital platforms and performance data to evaluate marketing efforts, identify opportunities and improve future campaigns while working collaboratively with the Marketing Director and other museum staff.

Department: Marketing Department

Reports to: Marketing Director

Shift: Monday through Friday

Education: Bachelor's degree in marketing, communications, public relations, journalism or a related field preferred.

Preferred Experience: Experience in marketing, digital communications, social media management, content creation, writing or video production. Familiarity with email marketing platforms, website content management systems, digital advertising and analytics preferred. Applicants are required to submit at least one writing sample as part of their application. Samples may include a press release, newsletter, article, social media content or other professional writing

Workplace Values:

- **Imagination** – We are dedicated to providing an experience that fosters imagination and ignites passion.
- **Growth** – We are passionate about training our employees and recognizing the uniqueness of everyone.
- **Neighborly** – We strive for positive relationships, where everyone does their part to make them successful.
- **Integrity** – We adhere to the highest moral and ethical standards in all that we say and do.
- **Teamwork** – We are a diverse but unified team, working together to achieve excellence in all

that we do.
- **Embracing Change** – We are always open to new ways to improve employee engagement.

Special Skills and Personal Attributes:

- Excellent written and verbal communication skills, including strong grammar, editing and proofreading abilities.
- Ability to create engaging written and visual content for a variety of audiences and platforms.
- Knowledge of social media management, digital marketing, audience targeting, email marketing and digital advertising.
- Ability to capture and edit short-form video and produce photography and other digital content.
- Familiarity with email marketing platforms, website content management systems and analytics preferred.
- Graphic design skills and familiarity with Canva or Adobe Creative Cloud preferred.
- Ability to interpret marketing data and identify opportunities to improve campaign performance.
- Strong organizational, time management and project coordination skills, including the ability to manage multiple assignments and deadlines.
- Ability to work independently and collaboratively, communicate professionally and adapt to changing priorities.
- Flexibility to occasionally work evenings or weekends for museum events and activities.

Job Responsibilities:

Written Communications and Content Development

- Write, edit and proofread press releases, newsletters, website articles, blog posts, event descriptions and other marketing communications.
- Research stories and gather information from museum staff and other sources to develop engaging content about exhibits, programs, events, partnerships and organizational initiatives.
- Develop promotional messaging for a variety of audiences and communication channels while maintaining the museum's brand voice and messaging standards.
- Identify opportunities for stories and media coverage that increase awareness of the museum and its work.

Social Media and Digital Communications

- Manage assigned museum social media accounts and activities across platforms such as Facebook, Instagram, TikTok and LinkedIn.
- Develop content calendars and create, schedule and publish engaging content, including captions, graphics, photographs and short-form videos.
- Monitor social media activity, respond to routine comments and messages, and encourage audience engagement.
- Identify opportunities to grow the museum's digital audience and stay current on social media trends and platform updates.

- Monitor online reviews and public comments, bringing sensitive questions or concerns to the Marketing Director's attention.

Website and Email Marketing

- Maintain and update website content for exhibits, events, camps, programs and museum initiatives, ensuring information is accurate and current.
- Develop, format, schedule and distribute email campaigns, including newsletters, promotional messages and targeted communications.
- Use audience segmentation to deliver relevant messages to members, visitors, educators and other audiences.
- Monitor email performance, including delivery, open rates, click-through rates and engagement, and identify opportunities to improve future campaigns.
- Support website usability, content organization and search visibility through routine updates and SEO/GEO best practices.

Digital Advertising and Campaign Performance

- Manage assigned components of digital advertising campaigns on platforms such as Meta and Google, following established marketing strategies and budgets.
- Coordinate campaign setup, including audience targeting, scheduling, creative selection and placement.
- Monitor advertising performance, review campaign metrics and recommend or implement routine adjustments based on results and direction from the Marketing Director.
- Maintain records of campaign activity, performance and related expenses.

Photography and Video

- Capture photographs and video footage of museum exhibits, programs, events, staff and other activities for marketing and communications.
- Independently produce and edit short-form video content for social media, the website and other digital platforms.
- Develop recurring video and digital content.
- Organize and maintain the museum's photo and video library and coordinate content needs with museum staff.

Marketing Materials and Promotional Coordination

- Create and update marketing materials, including flyers, brochures, rack cards, posters, signage and digital graphics, following established brand guidelines as assigned.
- Adapt existing materials and templates, prepare promotional displays and coordinate distribution of materials.
- Develop and maintain promotional materials for the Explore Store and other museum initiatives as assigned.

- Coordinate with outside vendors and printers on assigned projects and gather the information and materials needed for production.

Event, Exhibit and Program Support

- Coordinate assigned promotional activities for museum events, traveling exhibits, camps, educational programs and other initiatives.
- Develop and distribute announcements, promotional emails, social media content and website updates.
- Work with museum staff to gather event details, schedules, photographs and other materials, and track deadlines to ensure timely promotion.
- Support marketing and communications needs for fundraising events, community partnerships and other organizational initiatives.

Marketing Administration, Analytics and Reporting

- Maintain marketing calendars, project timelines, task lists and organized digital files to keep department activities on track.
- Coordinate deadlines, gather materials and communicate project status to the Marketing Director and relevant staff.
- Compile performance data from social media, email, website and digital advertising into reports and summaries for review by the Marketing Director.
- Identify trends in marketing performance to support department planning and evaluation.
- Gather information for marketing reports, presentations and departmental updates.

The responsibilities listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. The Museum of Discovery reserves the right to revise or change position duties and responsibilities as necessary to accommodate changing organizational needs.

To apply for this position, please send a resume, cover letter, and references to Amy Jo Walters, Human Resources Director, at awalters@museumofdiscovery.org