



Marketing Coordinator

Reports to: Director of Marketing

Objective: The Marketing Coordinator will work closely with the Director of Marketing to promote awareness of the Museum locally, regionally, nationally, and internationally, aligning all marketing efforts with the Museum's strategic goals. This position coordinates museum outreach, and also oversees group tours at the Museum.

Position Duties and Responsibilities:

- Design and produce email marketing campaigns including Museum Mondays and the monthly e-newsletter using Hubspot marketing software.
- Work with Director of Marketing to create signage, advertisements, and other branded collateral when necessary.
- Assist with the management and maintenance of the Museum website.
- Create event listings for all Museum events on community calendars like the Chamber of Commerce, as well as the Museum's Facebook page.
- Coordinate pitching, writing, and sending of press releases.
- Maintain a complete archive of press coverage and mentions.
- Assist in external outreach to various business partners and vendors both locally and nationally.
- Support the Director of Marketing in implementing the Museum's marketing plan.
- Assist in creation, proofing, and distribution of *Call of the Wild* annual publication.
- Develop effective working relationships with all departments in the Museum.
- Maintain an in-depth knowledge of the Museum's exhibits, programs, and events.
- Act as a liaison between the Museum and the community at various events, meetings, and gatherings, as needed.
- Assist Director of Marketing with the Community Advisory & Engagement Panel, including taking meeting minutes.

Group Tour Responsibilities

- Contact and book group tours and group tour vendors including outreach, negotiation of contracts, building/maintaining relationships and maintaining a pipeline of new vendors.
- Responsible for internal communications regarding group tours, including front desk staff, scheduling docents (using Volgistics Software), Palate restaurant for lunch or catering related needs, and working closely with Events Manager for any additional group tour needs.

Commitment to the Mission, Vision and Values of NMWA:

- Mission:
- Impart knowledge and generate wonder through art and education.
- Vision:
- Inspire connections with wildlife and nature.
- Values:



Integrity, Excellence, Collaboration, Transparency, Accountability, Financial Responsibility.

Qualifications:

- Minimum of two years marketing experience.
- Four-year college degree or equivalent work experience.
- Ability to work and communicate effectively with a wide variety of members, museum staff and volunteers.
- Strong written and verbal communication skills.
- Strong organizational skills, adept at prioritizing multiple tasks, and meeting multiple deadlines.
- Familiarity with design and social media platforms such as Adobe Creative Suite, Canva, Microsoft Office Suite, Facebook, Twitter, YouTube, and Instagram.
- Knowledge of CRM best practices and experience with Hubspot, Constant Contact, Mailchimp, or similar program.
- Flexibility and creative problem solving skills.
- Willingness to adjust positively to rapidly changing projects and circumstances.
- Ability to occasionally work evenings and weekends for events as needed, within a 40-hour per week time frame.

Benefits:

- Salaried exempt role, starting at \$55,370.00
- Full time NMWA benefits for full-time employee
 - Housing and Transportation Stipend
 - Medical, Dental, and Vision coverage
 - Life Insurance
 - 403(b) Retirement Plan Contribution
 - 20 PTO days
 - 11 Paid Holidays
 - Hybrid Remote Work Schedule

Physical Requirements:

- Ability to stand, sit, reach, and kneel at various time during the working day
- Ability to work on a computer for up to 8 hours a day
- Ability to lift up to 15 lbs
- Ability to use the phone for extended period of times
- Ability to operate a car