



Marketing Coordinator

Location: Wilmington NC

The Children's Museum of Wilmington

The Children's Museum of Wilmington has been serving the greater Wilmington area for over 25 years. Nestled in the downtown Historic District, the Museum boasts over 15,000 square feet of indoor and outdoor interactive exhibit space. The Museum offers programming, field trips, outreach, camps, birthday parties, and facility rentals. Our mission is to provide a welcoming and engaging environment that promotes hands-on art, science, and literacy-focused learning for children and families. Learn more at playwilmington.org.

Hours:

Part-time: 20 - 25 hours per week

Flexibility to work hours Monday through Friday 8:30 am - 5:30pm

Occasional nights and weekends required as needed to support special events

Job Description

The Marketing Coordinator is an in person position essential to promoting the Museum through content creation, marketing, communication, and website and social media oversight. This position stays up-to-date with market trends and ensures the Museum's Mission and community efforts are at the forefront of our media presence. The Marketing Coordinator works with our professional team members to grow awareness of the Museum Mission and brand, increase engagement of all types and drive revenue generated by Museum attendance, fundraising, and events. Excellent communication skills, organization skills, and ability to work independently and collaboratively are key. The ideal candidate is dynamic, enthusiastic, creative and driven. This position reports directly to the Executive Director.

Duties and Responsibilities

- Assist in necessary administrative duties relating to content creation, marketing, communication, and website and social media oversight
- Design, maintain and order Museum signage including, but, not limited to, monthly calendars, Pet of the Month, Front Desk marquee, elevator marquee, exhibit signage, and outdoor signage
- Design, maintain and order marketing materials including, but, not limited to, "About Us" tri-fold, membership rack cards, \$2 off rack cards, sponsorship forms, event flyers, thank you cards, fundraisers, stickers, merchandise and other promotional materials
- Assist with the Museum's marketing and communication strategies and ad campaigns

- Collaborate with professional staff in brainstorming for new projects and in creating content based around Museum offerings such as exhibits, birthdays, field trips, daily programs, and outreach
- Responsible for overseeing the Museum's LinkedIn, Facebook, Instagram, website, and Google profile ensuring information is up to date and correct
- Monitor and respond to reviews on Yelp, TripAdvisor, Google Reviews, Facebook and other online platforms
- Work closely with Development team to assist with fundraising efforts
- Act as point of contact for advertising, marketing, and communications of Museum
- Photograph events, programming, fundraisers and other Museum related activities
- Compose and send weekly e-newsletter to site subscribers, email blasts, and press releases to appropriate mail lists
- Work in conjunction with a third party marketing agency to develop and execute marketing strategies with current trends in mind
- Keep staff informed on all projects and happenings
- Other duties as assigned

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities and duties required.

Preferred Qualifications

- 2+ years experience or degree in marketing, communications, and/or non-profits
- Knowledge/willingness to learn Facebook Meta Business Suite, Instagram, LinkedIn, Google My Business, Constant Contact, Adobe Creative Cloud, Canva, Wix, and Altru
- Experience with Google Analytics, SEO content strategy, and digital marketing trends
- Excellent and professional communication, organization, and task management skills
- Able to multitask and balance projects working in a collaborative environment
- Curiosity, eagerness to learn, willing to ask questions, and apply feedback
- Ability and passion for creating a positive, playful environment for visitors
- Collaborative, creative, and an enthusiasm for new projects
- Bilingual in English/Spanish preferred

Pay Range: \$18 - \$22 an hour

Interested candidates should submit a resume and cover letter to Executive Director, Jessie Goodwin at jessie@playwilmington.org using the subject line: Marketing Coordinator

The Children's Museum of Wilmington is committed to equal opportunity for all employees and prospective employees without discrimination based upon race, color, religion, national origin, sex, age, personal appearance, sexual orientation, political affiliation, family responsibilities, disability, marital status, or any other category protected by law. This policy applies to all aspects of employment at The Children's Museum of Wilmington, including, but not limited to, recruitment, promotion, compensation, benefits, training and development, access to facilities, discipline, separation of employment, and other terms and conditions of employment.