



Job Description

Position Title: Marketing Specialist (communications & outreach)

The Mission of MIM: The Musical Instrument Museum (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world's diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul. For more information visit our website at MIM.org.

Position Summary: Part of MIM's Creative and Marketing team, this position assists in marketing and communications projects to grow general museum and theater attendance including managing grassroots marketing efforts.

Primary Responsibilities:

- Develop and execute community outreach strategy to help market museum events, theater performances, museum membership, and special exhibitions
- Schedule and staff booths at community-based events and celebrations; leverage the talents of volunteer team members to assist with staffing
- Cultivate relationships within the community including regional CVBs, influencers, local government agencies, small businesses, and other non-profits
- Evaluate community outreach efforts and create monthly reports for senior leadership and Institutional Advancement
- Assist in managing media relationships including writing and distributing press releases, media alerts, and ensuring that accurate listings of information are widely disseminated
- Tour media and other guests as enthusiastic, knowledgeable representative of MIM
- When needed, serve as point person for media and media-related events
- Assist with preparation of content for quarterly Board reports
- Other duties as assigned

Qualifications:

- Bachelor's degree in marketing or a related field
- Minimum of 2-3 years of marketing and communications experience

- Polished writing and editing skills required
- Microsoft Office (Word, PowerPoint, Excel, Outlook) proficiency required
- Ability to manage multiple projects concurrently required
- Knowledge of local media outlets
- Strong organization skills, time management, and attention to detail required
- Self-motivated with an ability to work in a fast-paced environment
- Ability to work varying schedules as needed to meet department event needs including some weekends and evenings
- Possession of a valid drivers' license required
- Background in music a plus

Qualified candidates can apply by clicking on the link below:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&jobId=81067&lang=en_US&source=CC3&cclid=19000101_000001