

Job Description

Position Title: Communications Specialist

Qualified candidates should submit a resume, cover letter, and 2–3 writing samples (corporate communications, social media posts, newsletters, etc.) in one merged document via the link below.

Position Summary: The Communications Specialist is responsible for increasing visibility of the museum and music theater through effective marketing and communications across social media, email newsletters, MIM’s quarterly publication, and other appropriate outlets, ensuring quality and consistency of MIM’s brand. Responsibilities will be accomplished through strategic planning, effective writing, knowledge of digital mediums and reporting, communications skills, and collaborating with others in support of MIM’s strategic priorities and mission to increase attendance and awareness of MIM – locally, nationally, and internationally.

Primary Responsibilities:

- Manage social media presence and create day-to-day content for all platforms, including (but not limited to) Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Develop and manage social media campaigns
- Brainstorm, research, write, and proof content for production in a variety of formats, including email newsletters, all issues of MIM’s quarterly publication (*Quarter Notes*), internal and external messaging for new exhibitions and programs, direct mailers, paid advertising, and more
- Think creatively to promote and amplify MIM’s educational programs, special exhibitions, theater programming, and various museum activities and initiatives
- Use and interpret analytics and market research data to measure, analyze, and report on the effectiveness of communications to maximize results
- Monitor, listen, and respond to user comments and questions on social media as well as review sites, such as TripAdvisor, Google, and Yelp. Identify threats and opportunities based on trends and newsworthy events and happenings
- Monitor trends in social media tools and applications and encourage use of new technology within the museum
- Use Basecamp and work with the Design and Communications Manager to prioritize workload and maintain project production schedules
- Collaborate with team members to ensure consistent, strategic communications to support departmental goals and objectives
- Ensure the brand is maintained in the production process

Qualifications:

- Bachelor's degree in Marketing, English, Journalism, or related field
- 3–5 years of experience in marketing communications
- 1–3 years of experience in managing various social media platforms (Facebook, Instagram, Twitter, Linked In) required
- Exceptional writing and editing skills required
- Microsoft Office (Word, PowerPoint, Excel, Outlook) proficiency required
- Ability to manage multiple projects concurrently required
- Strong organization skills, time management, and attention to detail required
- Ability to work in a fast-paced environment required
- Strong interpersonal skills required
- Sprout Social or similar social media management system proficiency
- Mailchimp or similar email marketing system proficiency
- Demonstrated ability in copywriting, editing, and production of marketing materials
- Knowledge of Google Analytics and Facebook Insights

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https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&ccId=19000101_000001&jobId=398452&source=CC2&lang=en_US