



## Job Description

**Position Title:     Marketing Specialist (Advertising)**

**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.

**Position Description:** As an integral part of MIM’s Creative and Marketing team, the Marketing Specialist is responsible for developing and executing a strategic paid media program in support of MIM’s institutional priorities and mission to increase attendance and awareness of MIM – locally, nationally, and internationally. The Marketing Specialist reports to the Communications and Design Manager.

***Qualified candidates should submit a cover letter and resume in one merged document.***

### **Primary Responsibilities:**

- Develop a creative, dynamic advertising strategy across multiple formats – print, digital, social, broadcast, radio, outdoor, etc. – in support of the museum, special exhibitions, theater programming, museum membership, and various other museum programs and initiatives; develop and manage media plan to track advertising spend
- Build and manage paid social media ad campaigns (Facebook, Instagram, Google, etc.)
- Create reports that analyze and evaluate effectiveness of ad strategy, while implementing course corrections when needed, including pulling metrics from Facebook, Sprout Social, Google Analytics, etc.
- Negotiate and manage contracts with vendors and publications to achieve best possible rates
- Pro-actively communicate advertising specs, deadlines, demographics, and desired content to Creative team using Basecamp (project management software)
- Partner with Guest Service, Theater, and Institutional Advancement teams to manage content, ensure accuracy of information, and help craft compelling ad copy; work with external vendor managing MIM’s Google Ad Grant
- Actively participate in Creative department and Theater marketing meetings, carry out

resulting action items, communicate needs and priorities

- Track and compile information to prepare advertising and marketing recap reports for Corporate Partners, Signature Events, and other museum programs post program date
- Assist with preparation of content for quarterly Board Reports

**Qualifications:**

- Creative and enthusiastic storyteller with strong written and verbal communication skills
- Strong organization skills, time management, and attention to detail required
- Skilled in using Google Analytics, Google Data Studio, and how to run analytic reports
- Bachelor's degree in Marketing or related field preferred
- Experience in marketing and/or ad buying preferred
- Proven track record of effective paid social advertising campaigns
- Ability to understand and adhere to MIM's brand
- Self-starter demonstrating initiative, flexibility, and resourcefulness
- Able to work effectively in a fast-paced environment with multiple priorities and deadlines
- Knowledge of local media outlets is a plus
- Experience with Basecamp is a plus
- Background in music is a plus
- Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook)

***Qualified candidates should submit a cover letter and resume in one merged document via the link below:***

**[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&cclid=19000101\\_000001&jobId=414089&source=CC2&lang=en\\_US](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&cclid=19000101_000001&jobId=414089&source=CC2&lang=en_US)**