



Job Description

Position Title: Marketing and Media Specialist

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 Summary: The Marketing and Media Specialist works directly with the Marketing Manager, an external communications consultant, and other Creative team members to build ongoing public interest and support for MIM through community outreach, partnerships, and collaborations. This position assists in the execution of projects including media and public relations as well as advertising for the museum, concerts, events, and programs. The Marketing and Media Specialist reports to the Marketing Manager.

Primary Responsibilities:

- Alongside external communications consultant, assist with media pitches and community outreach to help promote the museum, concerts, events, and programs
- Coordinate all external media and public relations requests in a timely manner, preparing media kits, organizing media visits, and conducting media tours as needed
- Maintain relationships with local media; distribute press releases, event listings, and maintain updated media list
- Monitor, share, and record media clips
- Build, monitor performance, and report on all paid social media ad campaigns (Facebook, Instagram, Google, etc.)
- Assist Marketing Manager and other Creative team members in the execution of print and digital advertising strategy as needed; contribute to tracking and reporting processes; communicate advertising contract details to Creative team using Basecamp
- Work with external vendor managing MIM's Google Ad Grant

Additional Responsibilities:

- Participate in Creative and Theater marketing meetings; execute action items as required

- Maintain and improve processes related to job functions in support of efficient, accurate communications with public
- Report upcoming events and media pitches to external communications consultant
- Track and compile information for marketing recap reports as needed
- Assist with preparation of content for quarterly Board reports
- Serve as marketing department representative at internal and external events when needed

Qualifications:

- Bachelor's degree in Marketing, Public Relations, or related field
- 2–3 years of marketing and media relations experience
- Excellent written and verbal communication skills required
- Self-starter demonstrating initiative, flexibility, and resourcefulness
- Able to work both independently and with supervision
- Strong organization skills, time management, and attention to detail
- Able to work effectively in a fast-paced environment with multiple priorities and deadlines
- Knowledge of local media outlets
- Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Knowledge of Google Analytics and how to run analytic reports is a plus
- Experience with Basecamp is a plus

Qualified candidates should submit a resume and cover letter 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=426648&source=CC2&lang=en_US