

# MIM

## Fast Facts

- Location: **Phoenix, Arizona**
- Founded by **Robert J. Ulrich**, former CEO and chairman emeritus of Target Corporation.
- **Director** [April A. Salomon](#).
- **15-person** [Board of Directors](#).
- **12-person** [Advisory Board](#)
- Opened on **April 24, 2010**.
- Designed by award-winning architect **Rich Varda**, in collaboration with the Minneapolis and Phoenix firm of RSP Architects.
- **501(c)(3) nonprofit** supported by individuals, foundations, and corporations, as well as Arizona Humanities Council, the Phoenix Office of Arts and Culture, and the Arizona Commission on the Arts.
- **The World's Only Global Musical Instrument Museum.**
- Collection of nearly **16,000 instruments** acquired from **200** countries and territories.
- Focus on **5 regions of the world:** Africa and the Middle East; Asia and Oceania; Europe; Latin America and the Caribbean; and the United States and Canada.
- **300-seat** Music Theater featuring nearly 300 concerts per year.
- Awards: The Best Museum in Arizona (Phoenix Magazine, 2021) #12 Museum in the US (TripAdvisor Travelers' Choice Award), Phoenix Point of Pride, Community Champion IMPACT Award recipient, and many more!

### MIM Orientation Video

[https://www.youtube.com/watch?v=jrMN\\_EaTek](https://www.youtube.com/watch?v=jrMN_EaTek)

### MIM 2018 Year in Review Video

<https://youtu.be/qyVdNkBkMz4>

### The Experience Gallery

[https://www.youtube.com/watch?time\\_continue=18&v=EhqAGTdkA48](https://www.youtube.com/watch?time_continue=18&v=EhqAGTdkA48)



## Mission

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.

## The Organization

*“The goal of the Musical Instrument Museum is to illuminate what is unique about cultures, and also what is shared and universal. MIM provides an experience like none other, allowing musical novices and experts, tourists and scholars, children and grandparents to hear, see, and feel the powerful and uniting force of music in an entirely new way.”*

**-Robert J. Ulrich, MIM Founder**

MIM is the top attraction in Arizona, a one-of-a-kind immersive experience and industry leader using specialized technology elevate the guest experience. In addition to its galleries, MIM has an acoustically superb theater, [concert series](#), [museum store](#), and award-winning cafe.





## The Museum Experience

Displays are enhanced by state-of-the-art audio and video technologies that allow guests to see the instruments, hear their sounds, and observe them being played in their original cultural contexts—performances that are often as spectacular as the instruments themselves. What’s more, all guests are invited to play instruments from around the world in the [Experience Gallery](#). They can also see instruments from musical icons such as Stevie Ray Vaughn, Maroon 5, Johnny Cash, Celia Cruz, The Flecktones, Elvis Presley®, Carlos Santana, and many more in the [Artist Gallery](#).

Guests are introduced to MIM through an Orientation Gallery on the 1st floor, which showcases the artistry, diversity, and movement of musical instruments across continents and cultures. On the second floor, guests venture into different regions of the world to discover the complete orchestra of a Chinese opera, a jazz ensemble, and a mariachi band, among others. To view a map of the building, click [here](#).

Wireless “hot spots” around MIM provide loops of streamed music, immersing guests in the global sounds of musical instruments. Guests are given headsets and state-of-art guidePort technology to wear throughout the museum. As they approach each exhibit, they will hear music and see the instruments being played on high-resolution flat screens. The guidePort system is user-friendly for guests of all ages.

## The Role

The **Media Relations Specialist** reports to and works directly with the Marketing Manager to build ongoing public interest and support for MIM, the Music Theater, and other programs through community outreach, partnerships, and collaborations. Responsibilities will be accomplished through effective media pitches, knowledge of local media outlets, and strong communication skills.

This is a unique opportunity for a public relations professional to join a world-class organization and exceptionally talented team that is advancing the mission of MIM for future generations.

## Key Accountabilities

### Community Relations

- Advance the mission, vision, and short- and long-term goals of the Musical Instrument Museum
- Serve as an exemplary advocate in the community, with donors, museum colleagues, media partners, and key constituents
- Be proactively involved with media outlets in strategic channels, and represent MIM in its Arizona communities, as well as national and international venues, as appropriate
- Build and maintain relationships with local media; distribute press releases, manage event listings, and maintain updated media list
- Coordinate all external media and public relations requests in a timely manner, preparing media kits, organizing media visits, and conducting media tours as needed

### **Develop Key Messages**

- Work directly with the Marketing Manager on strategically planning media pitches for various outlets, both locally and nationally, and developing key messages that are aligned with MIM brand
- Collaborate to develop messages in response to any urgent situations
- Assist with media pitches and community outreach; think creatively to help promote the museum, concerts, events, and programs
- Monitor, share, and record media clips in an organized way
- Maintain and improve processes related to job functions in support of efficient, accurate communications with public

### **Collaboration**

- Participate in the development of future strategic marketing plans; execute action items as required
- Track and compile information for marketing reports as needed, including content for quarterly Board reports
- Willing to learn and provide backup to other marketing functions, such as digital advertising

### **Events**

- Serve as marketing department representative at events when needed
- Assist in planning media preview events when needed

### **The Ideal Candidate**

- Minimum 1–3 years in a public relations capacity with demonstrated success in media channel engagement strategies
- Undergraduate degree additional certifications or professional development a plus
- Possess creativity and flexibility in approaching media relations
- Knowledge of local media outlets is a plus
- Self-starter demonstrating initiative, flexibility, and resourcefulness
- Commit to high standards of professionalism, quality of work, and confidentiality
- Exceptional at problem solving, both collaborative and independent work, and excels in a fast-paced environment
- Excellent presentation, as well as verbal and written communication skills
- Ability to convey MIM's mission and its value to a global community
- Positive attitude with a comprehensive understanding and appreciation for story cultivation and business promotion activities
- Strong organization skills, time management, and attention to detail
- Proficient in Microsoft Office Suite
- Knowledge of Google Analytics is a plus

Competitive compensation & benefits package commensurate with requisite skills & qualifications; including medical, dental and vision insurance, short-term and long-term disability insurance, life insurance, generous matching 401(k) plan, time off accruals, and other perks to enjoy.

**Qualified candidates should submit a resume and cover letter via the Apply link below:**

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&cclId=19000101\\_000001&jobId=429977&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=429977&source=CC2&lang=en_US)

**For more information, please email** Kim Pritchard, Director of Human Resources at [kim.pritchard@mim.org](mailto:kim.pritchard@mim.org)

