

Job Description

Position Title: Copy Writer

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 Copy Writer works directly with the Content Strategist and other Creative team members to increase visibility of the museum, concerts, events, and programs through the development of effective email newsletters, press releases, advertising copy, and other marketing communications. Responsibilities will be accomplished through strategic planning, effective writing, knowledge of digital mediums and reporting, communications skills, and ensuring quality and consistency of MIM's brand. The Copy Writer reports to the Content Strategist.

Primary Responsibilities:

- Manage and develop content for all email communications, including MIM's biweekly museum newsletter and targeted emails
- Brainstorm, research, write, and proof content for production in a variety of formats, including (but not limited to) email newsletters, press releases, advertising copy, website, and collateral; ensure the brand is maintained in the production process
- Think creatively to promote and amplify MIM's educational programs, special exhibitions, theater programming, and various museum activities and initiatives
- Collaborate with team members to ensure consistent, strategic communications to support departmental goals and objectives
- Use and interpret analytics and market research data to measure, analyze, and report on the effectiveness of communications to maximize results
- Use Basecamp and work with the Creative team to prioritize workload and maintain project production schedules

Additional Responsibilities:

- Participate in Creative and Marketing meetings; execute action items as required
- Monitor, listen, and respond to user comments and questions on review sites, such as TripAdvisor, Google, and Yelp
- Monitor trends in email tools and applications and encourage use of new technology within the museum
- Assist with additional tasks and projects as business needs arise

Qualifications:

- Bachelor's degree in Marketing, English, Journalism, or related field preferred
- 1–3 years of experience in marketing communications
- Exceptional writing and editing skills required
- Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Ability to manage multiple projects and deadlines concurrently required
- Strong organization skills, time management, attention to detail, and verbal communication skills required
- Able to work effectively in a fast-paced environment
- Demonstrated ability in copywriting, editing, and production of marketing materials
- Mailchimp or similar email marketing system proficiency is a plus
- Knowledge of Google Analytics is a plus
- Experience with Basecamp is a plus

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:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&cclId=19000101_000001&jobId=465025&source=CC2&lang=en_US