

## 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:** As part of MIM's Creative and Marketing team, the Copy Writer is responsible for developing written content to further MIM's contributed and earned revenue goals, increase brand awareness, and build and retain invested audiences. Responsibilities will be accomplished through strategic planning, effective writing, knowledge of digital communications and reporting, communications skills, and ensuring quality and consistency with MIM's brand. The Copy Writer reports to the Senior Copy Editor. This is an on-site position due to the required in-person collaboration with multiple teams.

### Responsibilities

- Collaborate with internal departments and team members in conceptualizing and developing key messaging strategies to further MIM's contributed and earned revenue goals, increase brand awareness, and build and retain invested audiences.
- Develop creative approaches for storytelling that align with the institution's mission and brand.
- Lead content brainstorming and development sessions.
- Manage and develop content for all email communications, including MIM's biweekly museum newsletter, and targeted emails.
- Brainstorm, research, write, and proofread content for a variety of formats, including (but not limited to) quarterly publications, email newsletters, press releases, advertising copy, website copy, and collateral materials.
- Ensure that the MIM brand is reflected in all written materials and maintained in the production process.
- Ensure accurate information and consistent voice in all written materials.
- Proactively and regularly tour the museum galleries and attend MIM programs for story inspiration.
- Use Basecamp and work with the Creative team to prioritize workload and maintain project production schedules.
- Participate in Creative and Marketing meetings and execute action items as required.
- Assist with additional tasks and projects as business needs arise.

## Qualifications

- Bachelor's degree in English, journalism, marketing, or a related field preferred
- Three or more years' experience in content development, or formal training in copy writing, preferably in a large organization
- Exceptional writing and editing skills, plus experience developing stories consistent with brand voice
- Ability to manage multiple projects and deadlines concurrently
- Strong organization, time management, attention to detail, and verbal communication skills
- Able to work effectively in a fast-paced environment
- Experience with applying the principles of style guides, such as *The Chicago Manual of Style*, to different types of writing
- Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Experience with Mailchimp or similar email marketing system proficiency is a plus
- Background in nonprofits or the museum industry is a plus
- Experience with Basecamp is a plus

Qualified candidates should submit a **résumé**, **cover letter**, and **three to four writing samples** (e.g., published newspaper and magazine articles, corporate or marketing communications, website content, press releases, 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=478573&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=478573&source=CC2&lang=en_US)