

Marketing and Public Programs Coordinator

Facilitate fun and engaging hands-on learning experiences for a diverse public audience, including adults, teens, children and families and to promote the museum. The Marketing and Public Programs Coordinator will act as a museum ambassador to the community, informing the public of museum events and exhibits as well as planning events and programs for miSci visitors.

Duties

Public Programs

- Develop and implement STEAM hands-on learning experiences for public visitors including family day events, 21+ after darks, birthday parties, exhibit floor activities and workshops.
- Create an annual schedule of programs.
- Coordinate with miSci staff and volunteers to support program development and implementation.
- Identify, schedule and coordinate miSci participation in community outreach events such as Summer Night and Kid's Arts Fest.
- Ensure needed supplies are ordered, received and organized in a timely manner.
 - Assist the Education Programs Manager in planning break week and summer classes.
 - Act as an ambassador of the museum to the community and cultivate partnership opportunities to raise demand for and awareness of miSci's programming.
 - Work with the president and business manager to develop annual budget for managed programs and manage expenses throughout the year.
 - Work with the president and development associate to identify potential sponsorship opportunities.
 - Learn and use museum operating systems as needed.
 - Willingness to commit to a Wednesday – Sunday work week is mandatory. Approximately 40-hour work week.

Marketing

Planning

- Work with leadership team to develop an annual marketing plan.
- Work with the president and business manager to develop annual marketing budget.
- Develop marketing campaigns for programs and exhibitions.
- Analyze the most recent social media trends to get innovative ideas for new social media marketing campaigns.
- Use analytics tools to gauge the performance of our social media campaigns.

Implementation

- Produce, schedule, and publish various types of content (text, video, and graphic) on the company's social media accounts.
- Coordinate media relationships and staff appearances.
- Manage marketing expenses throughout the year, including paid media and Meta ad campaigns.
- Coordinate and manage social media posts submitted by miSci staff via Teams form.
- Lead weekly marketing meetings.
- Create and edit print materials such as posters, brochures and flyers.

- Identify outlets, paid and not paid, for all marketing materials including brochure racks and local businesses.
- Identify and engage in free marketing resources such as community calendars.
- Photograph various classes, events, and guest interactions on a regular basis.

Skills and Qualifications

- Experience in public education and marketing.
- Bachelor's degree in marketing, communications and/or education preferred.
- Event planning and project management experience.
- Knowledge of digital marketing tools.
- Ability to effectively present basic science concepts to a group of children and adults in an engaging way.
- Ability to manage multiple tasks and a willingness to wear multiple hats.
- Capable of working independently and collaboratively.
- Valid driver's license and reliable transportation required.
- Must be able to, on occasion, lift 30lbs.

Benefits

- Health, vision, and dental benefits.
- Two weeks paid vacation.
- Five paid sick days.
- Eight paid holidays.
- Free museum membership.

Interested applicants please send cover letter and resume to president@misc.org for consideration.