



Marketing and Communications Manager

FLSA Status: Non-Exempt

Grade/Level: Experienced

Work Schedule: 25-30 hours/week, flexible with some evenings and weekends as needed

Benefits Eligibility: At 30 hours, eligible for medical, dental, vision, dependent care, and more.

Job Status: Part-time (25 hours) to Full-time (30 hours), depending on candidate

Reports to: Director of Community Giving

Amount of Travel Required: Minimal

Positions Supervised: None

Salary Range: \$20-\$26

POSITION SUMMARY:

The Marketing and Communications Manager is responsible for creating, implementing, and measuring a comprehensive marketing plan to promote the mission of WOW! Children's Museum. Primary duties include developing and implementing all marketing and public relations strategies, such as advertising, publications, social media, fundraising efforts, media relations, and database management.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

Communication with Museum Visitors, Partners, and Supporters

- Create and maintain a comprehensive marketing and communication plan
- Develop and promote positive and effective messages and information about the Museum.
- Oversee the communication strategy for fundraising and special events in coordination with the Director of Community Giving
- Manage the WOW! website and social media sites (Meta, TikTok, LinkedIn, YouTube)
- Write and distribute newsletters, blog and education-based informational segments

Media, Public Relations, and Community Partnerships

- Ensure continued effort in maintaining positive relationships with key stakeholders and expand awareness about the Museum through media and public relations.
- Manage the Museum's relationship with local media outlets, including distribution of press releases, story solicitation and broadening market penetration.
- Manage and represent WOW!'s participation in community festivals and events
- Maintain and grow community partnerships including library pass programs

Museum Marketing Materials and Signage

- Collaborate with Exhibits and Facilities Manager, Community Programs Manager and Executive Director in design of exhibit signage and print materials
- Design event signage and collateral
- Design, produce, and distribute Museum publications and materials

Database Management & Analysis

- Manage communication components of museum's CRM software system (Altru/Blackbaud)
- Run and analyze monthly market reports to track Museum attendance, membership sales and guest satisfaction

- Monitor Google AdWords and Google Analytics accounts to track WOW!'s online presence, and adjust strategies accordingly
- Monitor social media accounts to track engagement and reach

Participate in Interdepartmental Collaboration and Training

- Support Guest Services team with occasional shifts on the Museum floor
- Attend all staff meetings as required
- Keep up to date on Museum policies, standards, and specific language
- Assist in additional tasks as assigned by supervisor

POSITION QUALIFICATIONS:

- Ability to create and execute digital media campaigns
- Strong marketing/communications, brand management, project management, and data management skills
- Detail oriented
- Ability to manage multiple tasks and deadlines
- Excellent verbal and written skills
- Spanish speaking highly preferred
- Strong interpersonal and guest-engagement skills

EDUCATION AND EXPERIENCE

- Bachelor's Degree in Communications, Marketing, Public Relations, or related field, or equivalent work experience
- Experience designing and implementing marketing communications plans
- Nonprofit experience preferred
- Customer Service experience in a fast-paced environment preferred
- Altru or other ticketing/communications software experience preferred
- Experience working with children and families preferred

PHYSICAL DEMANDS:

- Regularly required to stand, sit, walk; talk, and hear
- Regularly required to use hands to finger, handle, grasp, or feel
- Regularly required to use close vision
- Occasionally required to lift up to 20 lbs.

WORK ENVIRONMENT:

- Routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets
- Subject primarily to indoor conditions
- Occasionally subject to a loud and busy environment
- Occasionally subject to outdoor work conditions (Street festivals and other events)