



Marketing Coordinator

Summary: The Mississippi Children's Museum (MCM) is seeking a talented and creative Marketing Coordinator to join our dynamic team. The Marketing Coordinator will play a vital role in developing and implementing engaging content across various platforms, contributing to the museum's mission of inspiring curiosity and learning in children. Job responsibilities will be related to content creation, digital media, ROI reporting, graphic design, photography, videography, and planning and execution for marketing campaigns and promotions.

Principal Accountabilities:

Content Development

- Generates captivating and age-appropriate content for MCM's website, social media, e-blasts, newsletters, and promotional materials.
- Collaborates with internal teams to understand exhibit details, educational programs, and events, translating them into compelling narratives.
- Assists with special projects to aid departmental collaboration between marketing, development, education, operations, and exhibits.

Social Media Management

- Develops and implements social media strategies to increase engagement, followership, and brand visibility.
- Monitors social media channels, respond to comments, and actively engage with the online community.

Multimedia Production

- Creates visually appealing multimedia content, including videos, graphics, and animations, to support marketing and educational initiatives.
- Collaborates with designers, photographers, and videographers to ensure cohesive and visually stunning content.

Educational Content

- Develops content that aligns with educational objectives, ensuring it is both informative and entertaining for the target audience.
- Collaborates with the Education and Exhibits teams to create content that complements the museum's learning initiatives.
- Coordinates marketing efforts for statewide outreach programs including Talk from the Start and Reach out and Read.

Brand Consistency

- Upholds brand guidelines and maintains consistency across all content produced.
- Ensures that all content reflects the museum's mission, values, and messaging.
- Creates quality content that is appealing and on-brand with other assets.

Project Coordinator

- Assists in creating marketing campaigns for target audiences.
- Works with MCM Partners on fundraising events, membership, annual meeting, and other duties as assigned.
- Collaborates with other departments on special projects and tasks, as needed.

Community Engagement

- Represents MCM as a community partner for tourism and education, acts as a liaison between MCM and the LeFleur Museum District, City of Jackson, State of Mississippi, and other government entities.
- Fosters positive relationships with online communities and influencers, aiming to amplify the museum's reach.
- Monitors trends and conversations in the children's education and museum sectors to stay informed and responsive.

Analytics and Reporting

- Tracks and analyzes ROI performance of content across various platforms.
- Provides quarterly reports on content effectiveness, making data-driven recommendations for improvement.
- Conducts market research on current trends and shares ideas on new campaigns.

Qualifications and Skills:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- Experience in graphic design, photography, and social media management is preferred.
- Proficient in graphic design software, video editing tools, and content management systems.
- Possesses energy and ability to perform several physical tasks each day.
- Proven ability to provide outstanding customer service in fast-paced setting and act quickly in a challenging situation.
- Proven ability as an organized and motivated employee.
- Proven ability to work with diverse public.
- Proven ability to initiate and follow-through on projects independently.

Hours:

- Full-time, 40 hours per week, during museum operating hours
- Some evenings and weekends, as needed

The Mississippi Children's Museum is a 501(C)(3) organization with the mission to create unparalleled experiences to inspire excellence and a lifelong joy of learning. Management reserves the right to modify, delete, and/or add additional expectations to meet the needs of the Mississippi Children's Museum as necessary.