Marketing Coordinator

Summary: The Mississippi Children's Museum (MCM) is seeking a talented and creative Marketing Coordinator to help families, educators, and community partners discover the museum's exhibits, programs, and events. Reporting to the Director of Marketing, the Marketing Coordinator creates and publishes content, manages day-to-day updates across digital channels, and coordinates promotions with museum teams and community partners. The Marketing Coordinator also tracks campaign performance and contributes ideas to the department's marketing plans.

Principal Accountabilities:

Content and Brand – 20%

- Writes and edits clear, engaging copy for the museum's website, social media, email campaigns, newsletters, and promotional materials. Apply MCM's brand guidelines across channels.
- Works with Education, Exhibits, and other museum teams to turn program details and learning goals into content that families and educators can use.
- Creates short videos and captures content at museum events as needed. Coordinates with designers, photographers, and videographers on shared projects, and helps coordinate participating families for Lights, Camera, Imagination.

Social Media and Email – 25%

- Maintains the social media publishing calendar and carries out promotions for MCM and designated partner and program accounts, including MCM Partners, Mississippi Science Fest, Talk from the Start, and the LeFleur Museum District.
- Helps implement social media plans, monitors comments and messages, and responds to routine questions. Brings sensitive issues to the Director of Marketing.
- Schedules email communications for museum audiences, including educators, members, volunteers, and partners.

Website and Event Listings – 25%

- Publishes major events, updates the museum calendar, and posts press releases and media kits. Works with museum teams to keep dates, details, and messaging accurate and consistent.
- Coordinates website updates with MCM–Meridian and submits and maintains event listings with local publications and community calendars.

Campaigns and Community Outreach – 20%

- Helps develop and carries out campaigns for museum events, exhibits, and programs. Coordinates marketing for statewide outreach initiatives, including Talk from the Start and Reach Out and Read.
- Supports MCM Partners with promotions for fundraising events, membership initiatives, and the annual meeting. Coordinates with community partners on joint promotions and outreach.
- Works with the Director of Marketing to source branded promotional items. Supports museum and outreach events as needed, including occasional evenings and Saturdays.

Planning and Performance – 10%

- Tracks campaign and content performance across digital channels, including return on investment where it can be measured.
- Contributes to quarterly and annual marketing planning by sharing performance findings, researching audience and industry trends, and proposing campaign ideas.
- Supports cross-department projects and performs other duties as assigned by the Director of Marketing.

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.
- Knowledge of WordPress and Meta Business Suite is preferred.
- Knowledge of graphic design software, video editing tools, and content management systems.
- 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.
- High energy level, self-starter willing to take initiative.

Hours:

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