



MUSEUM OF DISCOVERY AND SCIENCE

JOB DESCRIPTION

POSITION TITLE: Communications Coordinator / Writer

REPORTS TO: Director of Audience Engagement

QUALIFICATIONS:

Requires a bachelor's degree and at least two years of experience in a related area. Must have good written and verbal communication skills and ability to cultivate and maintain community and media relations related to the generation of publicity. Ability to create and coordinate sales promotions for the Museum. Strong project management and organizational skills. Good technical understanding and ability to adapt to new media mediums quickly.

SUMMARY:

Responsible for supporting a range of communication activities, including but not limited to researching, writing, editing, preparing, disseminating, and supporting Museum of Discovery & Science products (programs, films, exhibits, events, camps, memberships, group sales, etc.) and promotional materials through newspapers, magazines, television, radio, influencers, community partnerships through stories, press releases, ads, flyers, etc. In addition, the communications and promotions coordinator updates and maintains the Museum's website with copy, content, and photos as needed; assists in the creation of publications, reports, e-newsletters, invitations, displays, banners, brochures, promotional materials, and e-marketing and outreach materials; manages and evaluates the impact of the Museum's website and online avenues; as well as implements sales promotions and coordinated promotional events.

ACCOUNTABILITY:

Responsible for the accuracy and completeness of information provided to external publics (media, community, associations, schools, etc.) and internal publics (staff and volunteers), and for the effectiveness of promotions and media relations. Accountable for the successful coordination of promotion and public relation events.

DUTIES AND RESPONSIBILITIES:

1. *Writing.* News releases, website, newsletters, calendar listings, correspondence, reports, trade paper and magazine articles, publications, digital signage, collateral material and product information. Keep all information current and updated in a

timely manner.

2. *Editing/ proofreading.* Proof and review all communication directed to internal and external publics. Maintain and strengthen the organization's overall brand through all media avenues. Ensure all materials align with brand DNA and standards, as well as active marketing plans, while refining programs to capitalize on unexpected opportunities or influences as they arise.
3. *Media Relations and Placement.* Respond to media requests for event and programming. Remain familiar with feature article and editorial schedule opportunities and ensure updated information is provided to media outlets by deadlines. Traffic all advertising efforts to appropriate channels working with director of audience engagement and our agency of record.
4. *Digital Communications.* Oversee the Museum's digital communication with a proactive and creative approach to all available digital and electronic marketing platforms, including website. Perform program/event updates to the Museum's website and calendars. Keep informed of events, programs, permanent and traveling exhibitions, films and other products to create and maximize marketing or promotion opportunities. Distribute emails regularly to keep the community informed of events, programs and other activities.
5. *Printing/Production.* Work with print vendors to procure quotes and services for all professional printing needs, as well as manage in-house printing of materials.
6. *Event Coordination.* Assist with coordination of press conferences, launch activities for exhibits and/or films, media and marketing promotions, contests and promotional events. Liaison between community partners and Museum to meet guest expectations, preparing and communicating event details to staff. Organize and streamline service offerings into user-friendly concepts.
7. *Video.* Edit, catalog and utilize digital images, video and audio.
8. *Research.* Gather intelligence that enables the Museum to plan programs responsive to its publics. Monitor public relations program effectiveness, implement and evaluate program impact. Assist with market research such as surveys and data gathering.
9. *Cross-Promotional Partnerships.* Seek out cross-promotional partnership opportunities that would be beneficial by increasing revenues with retail, corporate or other cultural organizations, etc. Coordinate promotion and publicity opportunities for the Museum's various products through on-site and off-site promotions at festivals, malls, expos, and corporations
10. *Database Management.* Maintain a database to share Museum information with outside constituents.
11. Work with front line staff to implement promotions and ensure optimal customer service and up-selling. Support the group sales department by helping to promote and nurture relationships with groups e.g. seniors centers, hotel concierges, parks and recreation centers, scouts, etc.
12. Occasionally supervise volunteers and other staff as needed.
13. Other duties as assigned by director of audience engagement.

COMPETENCIES:

1. Exceptional Written Capability.
2. Strong Research and Verbal Communication Skills.
3. Strong Attention to Detail.
4. Time Management. Establish Workload Priorities to Meet Fast-Paced Deadlines.
5. Ability to Manage Multiple Projects at a Time and Meet Deadlines.
6. Ability to Work Independently, as well as in a Team Setting.
7. Think Collaboratively, Strategically and Creatively.
8. Collaboration Skills.
9. Personal Effectiveness/Credibility.
10. Flexibility.
11. Technical Capacity.
12. Stress Management/Composure.
13. Project Management.
14. Knowledge of Adobe Creative Suite and email campaign software such as Constant Contact.

SUPERVISORY RESPONSIBILITY:

This position has no supervisory responsibilities.

WORK ENVIRONMENT:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

PHYSICAL DEMANDS:

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets, and bend or stand, as necessary. Eyesight to proof, design, etc. and manual dexterity to operate keyboard.

POSITION TYPE AND EXPECTED HOURS OF WORK:

This is a full-time, non-exempt position, 40 - 45 hours per week. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. May have an occasional evening or weekend requirements.

TRAVEL:

No overnight travel is expected for this position. There may be occasional local day travel.

REQUIRED EDUCATION AND EXPERIENCE:

1. Bachelor's Degree in Communications, English, Public Relations, Marketing, English, or some related field with some basic graphic or commercial design, technical illustrations design software and web programming, desktop publications and similar graphic presentation work including photography.
2. At Least two-years of experience in communications preferably in a non-profit, public relations or museum sector.

ADDITIONAL ELIGIBILITY QUALIFICATIONS:

1. Must have class E driver license and own vehicle.