**Marketing/PR Coordinator (Contract) Job Description**

**Gammelgården Museum of Scandia**

**Position Description:** Marketing/PR Coordinator (Contract)

**Reports to:** Executive Director

**Compensation:**

* $9,600 (10 hours a week x 4 = 40 x $20 = $800 x 12 = $9,600)
* Option to perform some work at home
* Employee discount in the Scandia Butik.
* No health or retirement benefits are available.

**Summary:** Reporting to the Executive Director, the Marketing/PR Coordinator is responsible for strengthening and elevating the museum’s brand. This position is the primary steward of all external messaging for Gammelgården Museum, orchestrating the development and implementation of a strategic communications plan showcasing the scope of the museum’s programs, events, and exhibits.

**Key Responsibilities:**

**MARKETING/PUBLIC RELATIONS**

* Develop, implement, and evaluate a strategic marketing/public relations plan to increase awareness of and consistently articulate the mission, vision, programs, events, and impact of the museum.
* Prepare and email the *Kul News*, annual report, brochures, flyers, posters, and other publications.
* Oversee website management including adding new content, updating information, and working with Downtown Design to create new sections or do work outside one’s skill set.
* Create and share compelling written, visual, and digital content across multiple social media channels (e.g., Facebook, Instagram) to inform, inspire, and engage current and potential supporters, donors, nonprofit partners, volunteers, staff, public and civic decision-makers, and the general public.
* Assist the Volunteer Coordinator in preparing the monthly volunteer newsletter.
* Provide information about upcoming events and activities to the Membership Director who writes and produces the Elim Lutheran Church newsletter.
* Develop and maintain brand standards, coordinating with staff and volunteers for a unified and compelling brand voice that amplifies the museum’s overall image and impact.
* Build and maintain strategic partnerships with media outlets and partners, securing significant earned media coverage of the work and impact of the museum.

**Marketing/Public Relations, Continued**

* Develop and manage the annual marketing/communications budget, ensuring efficient allocation of museum resources.
* Represent the museum at community events (e.g., tabling with museum information).

**PROGRAMMING**

* Work with the Programming Coordinator to develop written program description text.
* Work with the Programming Coordinator to upload the information on the website and create Facebook event listings.
* Assist the Executive Director and Programming Coordinator to plan and schedule activities during major events:
  + i. Vinterfest (last Saturday in January)
  + ii. Season Opening Day (1st Saturday in May)
  + iii. Midsommardagen (4th Saturday in June)
  + iv. Spelmansstamman (3rd Saturday in August)
  + v. Luciadagen (2nd Sunday in December)
* Ensure all programs, classes, and events capture the attention of the intended audience and media.

**EXHIBITS**

* + Work with the Executive Director to plan and prepare exhibitions including creating signage and labels.

**FINANCIAL**

* Create the preliminary marketing budget with the Executive Director based on reports from the Treasurer and accountant.
* Work with the Treasurer of the Board of Directors and accountant to oversee the Museum’s marketing/PR budget.
* Review all financial reports from the Treasurer and accountant as they relate to marketing/PR.

**QUALIFICATIONS**

* A bachelor’s degree or equivalent combination of education and experience in marketing, communications, advertising, journalism, public relations, or a related field.
* A minimum of 3-5 years’ experience in marketing communications role(s) including the development and implementation of strategic communications plans; and development of marketing communications collateral, including print and online materials; utilization of web, social media and digital platforms.
* Excellent verbal and written communication skills;

**Qualifications, Continued**

* Ability to lead projects independently and work collaboratively with staff and volunteers.
* Ability to see the big picture while paying attention to details.
* Ability to complete time-sensitive tasks on schedule.
* Ability to manage multiple projects, priorities, and deadlines.
* Strong basic computer skills on Microsoft Word, Excel, and PowerPoint.
* Tactful and diplomatic.
* Committed to donor service and confidentiality.
* Experience with digital communication platforms (e.g., web-based email, social media), including emerging communication technologies; Microsoft Office Suite; and point-of-sale software (e.g., Square).
* A proficiency with graphic design software is a plus.
* Must be able to sustain prolonged periods sitting at a desk and working on a computer
* Must be able to occasionally lift up to 15 pounds.
* Must be able to occasionally participate in weekend events.
* Must possess and maintain a valid driver’s license and reliable transportation
* Interest in local and state immigration history.
* Committed to ongoing professional development and lifelong learning.

**Hours:**

This contract position is for 10 hours a week. Additional hours must be approved by the Executive Director.

**Annual Review:**

Annual Review with Executive Director.