

## **Marketing Coordinator**

**Full-time**

**Greenville museum location**

**1-3 years' experience**

The Children's Museum of the Upstate is looking for a self-motivated team player to fill the role of Marketing Coordinator. The Marketing Coordinator is a critical member of the Marketing & Communications team and communicates TCMU's brand through website, social media, e-mail, print and digital collateral. TCMU is one of the nation's largest children's museums and serves over 180,000+ visitors per year through hands-on exhibits and interactive programming.

The Marketing Coordinator should be social media savvy and interested in learning about and implementing new trends. The ideal candidate will have strong written and verbal communication skills, be deadline driven and able to prioritize tasks independently, and able to thrive in a fast-paced environment with confidence.

### **Job Responsibilities**

- Communicate TCMU's brand and initiatives efficiently, accurately, and timely through museum website, social media, e-mail, print, and digital collateral.
- Manage TCMU's digital media presence across all platforms in a timely and relevant manner, ensuring visitor touchpoints align with TCMU's core values and standards of service.
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing materials.
- Work collaboratively with Marketing and Communications Manager to develop and write press releases and media alerts for various museum initiatives.
- Support TCMU Marketing community events and outreach functions.

### **Predominant Tasks**

- Develop and maintain internal cross-departmental relationships to accurately promote museum products, offerings, goals, and objectives.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Develop and manage content for social media platforms while ensuring relevancy by researching and implementing the newest social media trends.
- Coordinate content for email marketing campaigns including copy, scheduling, testing, and database management, evaluating and monitoring performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
- Work with contracted partners collaboratively to move projects to completion including graphic designers, photographers, marketing agencies, writers, influencers, etc.
- Design and publish basic marketing pieces using Adobe Creative Suite and Canva to help define TCMU's brand across various museum departments.
- Conduct market research, identify trends, and make recommendations to leadership.
- Provide support and assistance with museum events, community outreach and other marketing events.

### **Ideal Experience & Skill Set**

- Social Media Savvy
- Able to create and grow TCMU's TikTok channel
- Able to build and cultivate TCMU's social media influencer strategy and portfolio
- Associates or bachelor's degree required
- 1-3 years' experience in marketing field
- 1-3 years' experience working in various digital, social, and print mediums
- WordPress (preferred)
- Emma or similar e-mail marketing platform
- Adobe Creative Suite
- Interested in learning and implementing new trends
- Strong written and verbal communication skills
- Self-motivated team player, able to move projects forward
- Deadline driven and able to prioritize tasks independently
- Able to thrive in a fast-paced environment with confidence

#### Schedule Availability

- Full-time, exempt position, predominantly Monday-Friday from 8:30-5:00
- Some weekend and evening availability for events required

TCMU offers medical, vision, dental, 401k, disability, and life benefits. Come join our team today!

Interested candidates should email resume and cover letter to [esobeski@tcmupstate.org](mailto:esobeski@tcmupstate.org).