



THE AFRICAN AMERICAN MUSEUM IN PHILADELPHIA
JOB DESCRIPTION

POSITION TITLE: **MARKETING COORDINATOR**
DEPARTMENT: **DEVELOPMENT**
REPORTS TO: **VICE PRESIDENT OF EXTERNAL RELATIONS AND DEVELOPMENT**

POSITION SUMMARY:

The African American Museum in Philadelphia (AAMP) seeks a creative, strategic, and enthusiastic Marketing Manager who is responsible for developing and implementing strategies and coordinating the marketing initiatives that strengthen and promote the public image of the Museum. Under the leadership of the Vice President of External Relations and Development, the Marketing Manager is responsible for working with all internal stakeholders to create and implement marketing strategies related to the Museum's public and educational programs, exhibits, membership, and other priority initiatives. The Marketing Manager will also coordinate the implementation of the Museum's public relations functions with the firm contracted to manage the Museum's public relations strategies.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Manages, evaluates, and adjusts an ongoing marketing program for the Museum, meeting annual goals and budget for marketing purposes, according to the Museum's mission and policies
- Coordinates all Museum promotions with external organizations; coordinating services and deliverables with departments within the Museum
- Works closely with Museum's media, marketing and design consultants to ensure continuity of work and consistency of the Museum message
- Coordinates the production of the Museum's printed and electronic newsletters, including the selection of topics, editing, and coordination of design to ensure timely delivery of information to the Museum's constituents
- Works with Public Relations agency to coordinate, draft, and produce for timely distribution, press releases, placement of calendar listings, social media, and notices of event releases
- Coordinates production of all Museum collateral, to include display ads, banners, brochures and other printed materials - working closely with all departments, graphic designers and printers – for Museum special events, public programs, exhibitions and membership activities
- Sets agendas and leads Marketing Working Group meetings
- Coordinates key market research activities
- Assumes other related duties and responsibilities as required by VP of External Relations and Development



THE AFRICAN AMERICAN MUSEUM IN PHILADELPHIA
JOB DESCRIPTION

QUALIFICATIONS, SKILLS AND ABILITIES REQUIRED:

Education/Experience Required:

- Bachelor's Degree preferred
- Minimum five to seven (5-7) years of experience in promotions and/or marketing of activities and events in a related field and nonprofit setting

Skills & Abilities Required:

- Excellent verbal and written communication skills; ability to write clear, structured and articulate
- Demonstrated ability to be creative and to communicate new and different approaches toward community outreach and marketing
- Excellent editing skills
- Attention to detail
- Ability to meet deadlines
- Ability to formulate new ideas and directions to achieve desired goals.
- Ability to work both independently and as part of a team
- Experience and skills in the use of basic software including MS Word, PowerPoint, Publishers, Adobe, and other relevant software applications.
- Must have command of the Internet and all applicable features.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS:

Must be able to remain in a stationary position for extended periods operating a computer and other standard office devices such as a calculator, telephone, and copy machine. Must be able to adapt to high pace environments occasionally moving/lifting light weight equipment and other work-related objects up to 25lbs. May have to work late nights, weekends.

Expected hours: 37.5 per week

Please send your resume, references and cover letter to hr@aampmuseum.org