

**Children's Discovery Museum**  
Marketing and Communications Associate

**Status:** Exempt, full-time  
**Grade:** T-6 (Technical 1)  
**Department:** Marketing  
**Supervisor:** Marketing Manager

### **The Opportunity**

At Children's Discovery Museum of San Jose, we strive to inspire creativity, curiosity, and lifelong learning in all the children of our community. We believe that today's children become tomorrow's visionaries. We also know that parents and educators are looking for new and innovative ways to develop the next generation into world-changing leaders. With over 150 interactive exhibits and programs, we are here to make early childhood education a joyous experience. So far, we've welcomed over 9 million visitors since we opened in 1990. Join our team and help us reach the next 9 million.

### **The Team**

Marketing and communications is integral to reaching new audiences and helping them discover all the wonder and learning within our purple walls. The Marketing Team drives the museum's revenue and attendance goals by finding and connecting with new and diverse consumers who can benefit from coming to the museum.

As part of the Marketing Team, the Marketing and Communications Associate role involves social media, strategic and creative marketing outreach, content creation and asset management for written and visual media communications that help meet our goals. The Marketing Team also supports fundraising, including creative and logistical help for the museum's annual fundraising gala.

### **The Role**

The Marketing and Communications Associate will create social media strategies to drive audience, build community, and brand the museum as a leader in interactive learning. This artistic role involves every aspect of media, from photography and videography to graphic design, and creative copywriting. This will take the form of original content and videos for ads, soft promotions, and thought leadership initiatives. The role also includes creating and implementing content calendars, and maintaining media libraries and archives.

As a nonprofit, we have big goals and a cozily small team. The Marketing Team provides opportunities for growth as you learn to influence strategy, participate in the growth of the museum's digital marketing program, and play a role in building brand awareness and driving customer acquisition. You'll also market exhibits, programs, and events. Occasionally, you'll have to work special events in the evenings and weekends.

### **Your Impact**

- In the first few weeks, you will:
  - Become deeply familiar with the museum brand and voice, exhibits, programs, events, goals, and current strategies
  - Familiarize yourself with the museum's asset libraries and start getting involved with capturing new media on the museum floor and at special events

- Make connections in other departments and begin acting as a liaison between the Marketing Team and the rest of the museum
- By month three, you will:
  - Take full ownership as the primary creative voice for the museum's social media presence and internal media asset management
  - Manage, update, and maintain public-facing events calendars
  - Start sharing your ideas about our communications and messaging strategies
  - Oversee content creation calendars for a variety of digital promotional sources
  - Start writing, sourcing, and editing articles for the museum blog
- By month six, you will:
  - Create and coordinate social media strategies to grow engagement, drive audience, build community, and brand the museum as a thought leader in interactive learning
  - Be our social metrics and KPI in-house expert, analyzing and reporting on data to track progress and meet goals
  - Make connections in the community! Develop and manage paid partnerships, such as social influencers and community advocates
- By month nine, you will:
  - Coordinate museum marketing outreach efforts and become a museum spokesperson at audience development events
  - Implement media library organization tactics
  - Develop collateral kits for museum marketing outreach
- By year one, you will:
  - Be a total pro at managing content calendars, creating impactful and playful social content, producing exciting video content for both promotions and thought leadership, brand management, and designing and implementing strategies to drive long-term business and revenue impact

### **Talents You Bring to the Team**

- You have outstanding communication skills, both written and interpersonal, and enjoy getting to know new people and building relationships.
- You love flexing your creative muscles and have a cracking sense of humor!
- You have experience actively participating in managing a social media program, and have foundational data and metric analysis skills.
- You love learning and want to keep up with industry standards, such as tracking social media trends and platform updates that you can apply to this job.
- You sleep with your planner, you love it so much. Organizational skills are a must when balancing multiple calendars and priorities on a wide range of projects.
- You're flexible and can adjust course when new projects or priorities crop up.
- You have experience with photo and video editing, and maybe even graphics creation. We use the Adobe Creative Suite.
- You're handy with a DSLR camera and enjoy getting that shot juuuuuuuust right.
- You're comfortable with website editing and using HTML and CSS.
- You exercise discretion and judgment in your role.
- You're curious and can take initiative, pushing forward projects and learning lots along the way.
- You have a bachelor's degree, preferably in English, marketing, journalism, or a related field.

### **We'll Offer You...**

- Fun projects, new challenges, mentorship opportunities, meaningful feedback, and a chance to learn and grow!
- Ownership of your own projects that impact children, parents, educators, and community stakeholders.
- Health care, professional development and a playful work environment!

### **Our Commitment to Diversity**

Children's Discovery Museum of San Jose is an equal opportunity employer. We do not discriminate based on race, religion, sex, national origin, age, or disability. We believe that diverse experiences, ideas, and perspectives make our museum the best it can be, and we can't wait to see what you bring to our team!

This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by his/her supervisor. Children's Discovery Museum is an at-will, equal opportunity employer.