

Job Title: Content Marketing Manager

Location: San Jose, CA

Department: Marketing & Communications

Reports To: Director of Marketing

About Us:

Children's Discovery Museum of San Jose is a vibrant, community-focused institution dedicated to sparking curiosity and fostering learning through play. Our mission is to create an environment where children and their families can explore, imagine, and engage in hands-on educational experiences for children to age 10. We are seeking a creative and passionate Content Marketing Manager to help us tell our story and connect with our community.

Job Overview:

The Content Marketing Manager will be responsible for developing and executing content strategies that amplify the museum's mission across multiple platforms. This role involves copywriting for the website, crafting public relations content, managing media outreach, and serving as the voice of the museum's social media channels. The ideal candidate will be a strong writer with a deep understanding of content marketing, social media, and public relations, especially within the nonprofit and educational sectors.

Key Responsibilities:

1. Content Creation & Management:

- Write and edit compelling content for the museum's website, email program, and press outreach ensuring it aligns with our mission and engages our target audience.
- Develop a content calendar and produce regular blog posts, newsletters, and other digital content that showcases museum events, programs, and initiatives.
- Collaborate with the education and exhibits teams to create content that supports educational goals and enhances visitor experiences.

2. Social Media Management:

- Serve as the voice of the museum on social media, creating and curating content that reflects our brand and engages our community.
- Develop and implement social media strategies that increase brand awareness, drive traffic to the website, and foster community interaction.
- Monitor social media channels, respond to comments and messages, and engage with followers in a timely and authentic manner.
- Analyze social media performance and adjust strategies to improve engagement and reach.
- Manage social ad buying, including budget allocation, targeting, and performance analysis.

3. Public Relations:

- Craft press releases, media kits, and other public relations materials to promote museum events, exhibits, and achievements.
- Build and maintain relationships with local and national media outlets, pitching stories and securing media coverage.
- Manage inbound media inquiries and coordinate interviews with museum leadership and staff.

4. Brand Voice & Consistency:

- Ensure all content and communications consistently reflect the museum's brand voice and values.
- Work closely with the design team to ensure visual and written content are cohesive and aligned with branding guidelines.

5. Collaboration & Teamwork:

- Partner with other departments to gather content ideas, promote museum programs, and support cross-functional initiatives.
- Provide guidance and support to team members in other departments who contribute to content creation and social media.

Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 3-5 years of experience in content marketing, copywriting, public relations, and social media management.
- Exceptional writing, editing, and storytelling skills with a portfolio that demonstrates versatility and creativity.
- Experience managing social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Strong understanding of SEO, content marketing strategies, and web analytics.
- Excellent project management skills, with the ability to handle multiple tasks and meet deadlines in a fast-paced environment.
- Passion for children's education, museums, and nonprofit work.
- Familiarity with the San Jose community and the broader Bay Area is a plus.

Benefits:

- Competitive salary based on experience
- Health, dental, and vision insurance
- Paid time off and holidays
- Professional development opportunities