



Marketing Coordinator - Job Position

Position Type	Part Time
Location	San Francisco, CA
Salary	\$18hr / 16 - 20 hrs/wk Tues/Thrs
Starting Date	Effective Immediately
Experience	2 – 3 Years

Summary:

The Natural World Museum (NWM) is a cultural institution that presents art through innovative programs to inspire and engage the public with environmental awareness and action. We are looking for an innovative marketing person to manage our marketing and outreach program.

Position Description:

The Marketing Coordinator reports to the Marketing Director and works in cooperation with the NWM staff while performing professional level duties in a variety of functional areas – in communication with PR Firms and marketing and exhibition staff at partner venues (such as Ministry of Culture in Monaco) and partner organizations (such as UNEP). They develop and implement the Museum's communications strategy, marketing collateral, PR packets, and advertising/awareness campaigns. The Marketing Coordinator works with the Curatorial Staff to copy edit and produce curatorial materials for each exhibition. The Marketing Coordinator works with the graphic design staff and with host venue staff, and with providers in host venue cities (printers, distributors, etc) to ensure quality and timely preparation, production, delivery, and distribution of all print and online materials.

Responsibilities:

- Clear understanding of NWM branding guidelines and partners' branding guidelines.
- Manage PR Strategy and Marketing Strategy spreadsheets – overseeing timeline, productivity, and people accountable for deliverables.
- Writing and editing content for marketing materials related to exhibits, programs, and events, such as invitations, flyers, brochures, website content, ads, event guides, logo banners, sponsor boards, etc
- Oversees production of print collateral in cities around the world, coordinating deadlines and deliverables with printers, translators, distributors, graphic designers, and host venue staff. (This requires early morning and late night communications.)
- Writing and editing content for curatorial materials related to exhibits and catalogs, such as text panels, art labels, etc.
- Responsible for managing marketing materials deadlines with multiple parties, including getting sign-off on design, logos, and ad content from all parties involved.
- Responsible for coordinating press relations materials/kits with all PR groups, local as well as national and international.
- Responsible for quarterly email newsletters, including writing and editing content, obtaining images, overseeing design, and sending out.
- Oversees the website management team to ensure updates are current.
- Organizes direct mail campaigns, and oversees marketing collateral design and production.
- Writes, edits and re-purposes content as needed to implement marketing tactics reflecting Museum priorities and strategies tailored to specific audiences.
- Researches, plans and tracks media placements; print, broadcast, and internet. Ensures that advertisements run accurately.
- Assists in the development of advertising and collateral budgets and provides tracking detail regarding costs associated with projects and exhibitions. Assists in analysis.
- Identifies and cultivates potential promotional partnerships and works to develop mutually beneficial relationships and co-promotions.
- Participates in teleconferences including discussions on marketing and press relations.
- Attends events to manage press briefing booklets and placing of other on-site marketing collateral.

Required Qualifications:

- Strong computer skills, internet navigation and experience in Word, Excel, Power Point, Adobe Photoshop, and FTP applications.
- Proven ability to move projects and work in a team
- Creativity and imagination
- Excellent communication, interpersonal and team skills
- Superb writing skills
- Top notch presentation skills
- Strength to demand team performance on target with deadlines
- Strong organizational skills and the ability to work under pressure, meet deadlines and make decisions quickly
- Negotiation skills
- A commitment to creative and environmental business practices
- Supportive of and in agreement with NWM's mission and program goals.

Desired Qualifications:

- Familiarity with the Natural World Museum, United Nations Environment Programme, and the Art for the Environment Initiative.
- Familiarity with national and international leaders in art, conservation, education and environmental activism.

Work Environment:

- Works in an office setting in San Francisco