
Position:	Communications & Marketing Manager
Status:	Full-time, salaried
Reports to:	Executive Director
Schedule:	Mondays – Fridays, with some occasional evening or weekends
Location:	In-office, with some remote work possible
Salary:	\$65,000 to \$70,000 annually

POSITION SUMMARY

The **Communications & Marketing Manager** leads the public-facing communications efforts and digital platforms of the Museum. This creative, forward-thinking professional will reestablish the public relations, promotion, and digital communication efforts of the Museum. This work will promote the Museum and its initiatives, build relationships with new and prospective audiences, drive attendance to Museum offerings, and engage supporters in the Museum's mission. The Communications & Marketing Manager will oversee the strategy and implementation of the Museum's website, email communications, and social media channels, as well as collaborate with Museum staff on digital and print content strategy and development. The Communications & Marketing Manager embeds the best practices and ethics of both marketing/communications and museum/non-profit professionals in their work.

This role is an essential member of the team focused on serving Seattle's children and their adults through play-based learning experiences. Their communications work raises awareness of the Museum and fosters relationships with its audiences in order to support Museum and its mission.

This is a new position that is part of the Museum's re-opening after a two-year closure (reopened April 2022) as it reestablishes and rebuilds all aspects of its operation, including ambitions of being a leader in the community and in the field. SCM seeks a creative individual with demonstrated marketing and communications experience who is eager to be part of a growing team ready to build a mission-driven and values-centered organization dedicated to play-based learning, children, and our community. We dream big and are committed to doing impactful work – this position will build and expand important communications channels that help us develop relationships with our audiences, all critical to the Museum's sustainability.

Duties & Responsibilities:

- Design, implement, and manage the Museum's marketing plan: Design, implement, and manage a wholistic and actionable strategy for increasing awareness of the Museum and highlights its mission, values, and priorities in the greater Seattle region across all Museum platforms; develop goals and timelines for work, and collaborate institutionally on larger goals and timelines
- Drive awareness of SCM broadly (with tourists, regional residents, and local audiences) and visitation to Museum and its offerings, in alignment with larger SCM goals
- Content development: Balance consistent mix of promotional, educational, and philanthropic content across external outlets (primarily social and digital, some print) while maintaining consistent voice, look, and feel; create, edit, hone, and evaluate written and graphic messaging; coordinate messaging, scheduling, and details with colleagues from across all Museum departments that also support their objectives

- Digital engagement: Manage and nurture social media presence, including planning, designing, implementing, and monitoring content (in coordination with larger SCM plans and efforts); foster presence as SCM on platforms with key stakeholders and audiences; responds on behalf of the Museum
- Web: Manage SCM website and any other SCM presence on the web, including site updates, copy, design, structure, and code to ensure it is on-strategy and user-friendly, as well as search engine optimization and key information on third-party sites (ex: Google)
- Email communication: Schedule, build, implement, and assess monthly e-newsletter and other email communications
- Develop and manage relationships with media outlets and content providers: Research and develop key relationships with print, digital, and broadcast content outlets as relates to SCM's core audiences and larger strategic goals; design larger media strategy and nurture relationships accordingly
- Lead advertising and promotion strategy: Identify strategic advertising placements within annual advertising budget, propose and develop ad content and design that supports larger Museum brand and goals
- Graphic design: Create graphics for promotions and communications independently and/or with staff or external designers, including graphics for digital platforms as well as printed pieces (brochures/rack cards, posters, promotional collateral, ads)
- Track, interpret, and utilize relevant data to inform decisions, allocation of resources, and strategic adjustments
- Participate actively in team meetings, staff trainings, and Museum-wide projects
- Maintain current knowledge of professional best practices, trends, and ethics related to museum/non-profit communications, marketing, and digital engagement work
- Represent the Museum and its mission in the community
- Provide excellent customer service for internal and external stakeholders
- Cross-train to gain first-hand experience of our mission in action, as well as provide occasional front-line support in the Museum, including front desk customer service and facilitating play-based experiences with visitors

Required Qualifications:

- Three to five years of experience in marketing & communications work in the museum, cultural, or non-profit field – or equivalent experience
- Excellent writing/editing skills (development of content and/or adding spark to content provided) including the ability to generate and copyedit original copy for variety of communications platforms
- Demonstrated experience with social media content development, strategy, and management
- Demonstrated experience managing a website, as well as working with multiple other types of media mentioned above (ex: email, print, broadcast)
- Comfort and demonstrated experience with marketing & communications software (ex: Constant Contact, WordPress, Hootsuite); as well as standard workplace software
- Excellent interpersonal communication skills
- Demonstrated project management experience, including ability to lead and track project components, and to set and track progress toward goals
- Comfortable using data to inform and adjust strategy
- Ability to work both self-directed and collaboratively in a fast-paced environment

Desired Qualifications:

- Bachelor's degree or equivalent in marketing, communications, non-profit administration, museum studies, or related field.

- Demonstrated experience with graphic design and related design software, especially for promotional purposes (SCM currently uses Adobe Creative suite)
- Demonstrated experience with advertising strategy, purchasing, and/or design
- Demonstrated experience with donor management databases (SCM currently uses Altru)
- Familiarity with digital and print accessibility best practices
- Demonstrated experience with photography and/or videography, as well as related editing
- Multilingual

Benefits:

In addition to its salary, this position's compensation package includes the following benefits:

- Medical, dental, and vision insurance
- Flexible spending account
- Short-term disability, long-term disability, life, and & AD&D insurance
- 12 days paid time off annually (increasing incrementally after year 2), paid sick and safe leave (1 hour for every 40 hours worked), 10 paid holidays annually, bereavement leave, and jury duty leave
- ORCA commuter benefit
- Professional development opportunities
- Staff discounts on Museum offerings

TO APPLY

Submit both a letter of interest (2-page max) and resume, via email, to: jobs@seattlechildrensmuseum.org

- Let us know how you can help the Seattle Children's Museum meet our goals; align with our mission and values; and serve our purpose through this position.
- Candidates selected for interview will be asked to provide three references and samples of relevant work.
- Hiring team will begin reviewing applications **January 31, 2023**

Seattle Children's Museum values inclusivity, equity, access, and respect in all that we do – as a staff, with collaborators, and with our visitors. SCM is proud to be an equal opportunity employer and we do not discriminate based on age, creed, disability, gender identity, marital status, national origin, race, religion, sex, sexual orientation, veteran or military status, or any other protected class. We are committed to building a welcoming and inclusive workplace, and are actively building a team of passionate people with diverse backgrounds, identities, and perspectives. Applicants with diverse experiences are especially encouraged to apply.

*Our job descriptions include a general overview of qualifications, not a mandatory or comprehensive list. Data shows that women and BIPOC candidates more frequently do not apply to a job because they don't feel that they meet all of the qualifications listed. **If you meet some of the requirements, believe in our mission, and share our values, we encourage you to apply.***

ABOUT US

The Seattle Children's Museum is a mission-driven institution with a forty-year history, making a fresh start and a building a dedicated team. We are located at Seattle Center, with 18,000 square feet of exhibit and program space. Working collaboratively, this energized museum staff develops programs and procedures for the practical implementation of the Museum's core values, mission, and purpose. Together we welcome all visitors, create high quality exhibits and programs that foster play-based learning, and grow the museum's reach, producing lasting impacts for the region's children and families.

Guiding Principles:

- **Our mission** is to engage children, and the people who care for them, in playful, creative, hands-on exploration and discovery.
- **Our purpose** is to encourage kids and adults to embrace active, lifelong learning. We create and maintain museum spaces, events and programs that are inclusive, equitable, engaging, playful, and fun for ALL of our region's kids and families.
- **We envision** a region where children, families, students, and educators have a wide network of facilities to support them in learning, engagement, play, and quality time together. We will do our part to be part of that network.
- In all things, the Children's Museum staff, board and volunteers **will value**:
 - Joyful Learning for All
 - Respect for All
 - Inclusivity, Equity, and Engagement for All
 - Community Building for All
 - Sustainability at All Scales
 - Curiosity at All Levels
- **Our goals**:
 - Set the stage for young children to build competency through engagement, interactions, physical challenges, and hands-on experiences
 - Renew a deep commitment to fostering literacy, art, language, numeracy, civics, and communication skills for kids from birth to 10 years old
 - Connect to Seattle's varied and diverse neighborhoods
 - Create and renew exhibits that have justice, equity, inclusion, diversity, visibility, access, and anti-racism principles built-in
 - Build relationships with the early learning community in and around the region