

Marketing and Public Relations Coordinator

The Columbus Museum

Columbus, Georgia

Job Summary

Can you meet the challenge to help promote The Columbus Museum through digital and social media channels?

The Columbus Museum is seeking a strong, versatile, and creative writer for a Marketing and Public Relations Coordinator position. This position resides in the Marketing and Public Relations Department of the Museum and reports directly to the Marketing and Public Relations Director.

The Marketing and PR Coordinator supports the department through a wide variety of activities designed to build and maintain the Museum's brand. The Marketing and PR Coordinator will assist the Director with marketing, advertising, and public relations efforts for the Museum, through the Museum's social media channels, website, and other digital outlets to engage visitors in-person and virtually.

Major Duties and Responsibilities

- Work with the Museum graphic designer and other departments to develop timelines to create and distribute promotional and digital material for exhibitions, programs, and events
- Generate and organize social media content to share on platforms such as the Museum website and blog, Facebook, Twitter, YouTube, Pinterest, Instagram, and Wikipedia
- Serve as the Museum liaison to the third party website management firm and Blackbaud to complete website maintenance outside of Museum scope and capabilities and schedule appropriate training for Museum staff when necessary
- Assist Marketing and PR Director with creation of print and digital collateral as needed
- Performs related tasks outside the job description if needed

Knowledge and Skills Required

- Strong and wide ranging written and online communication skills, excellent language and editing skills are a must
- Experience and knowledge using WordPress and Microsoft Office
- Ability to meet multiple deadlines is essential
- Strong interpersonal skills, capacity to work collaboratively with colleagues at all levels
- Basic photography skills; videography a plus
- Due to programs and available audiences, some evening and weekend work required

Education

A high school diploma or equivalent is required; Bachelor's degree or current pursuit of a Bachelor's degree in marketing, journalism, public relations or related field preferred

Certificates & Licenses

Georgia driver's license

Clearances

Criminal Justice Fingerprint
Background Check

Salary Grade

\$14-16/hour

Part-time, 25 Hours a Week/\$14-\$16 an hour based on experience.

Submit a **letter of interest** and **resume with appropriate writing samples** to the Columbus Museum, 1251 Wynnton Road, Columbus, GA 31906; Attn: Bridgette Russell or via email at: brussell@columbusmuseum.com.