



INTERNATIONAL
AFRICAN AMERICAN
MUSEUM

WE ARE RECRUITING A MARKETING COORDINATOR

A GREAT OPPORTUNITY FOR A RECENT COLLEGE GRADUATE WHO WANTS TO GET INTO THE MARKETING FIELD AND DO SOMETHING IMPORTANT

The Marketing Coordinator is responsible for understanding the strategic goals of the International African American Museum's brand in order to develop successful engagement and marketing partnerships. The Coordinator will stay up to date on complementary brands and influencers that could potentially serve and/or align with the museum. This person will be responsible for a mixture of building relationships with other brands and influencers, promoting the museum's brand through creative content and graphic design. This role will report to the Chief Operating Officer; as the marketing team grows this may change.

WHAT YOU'LL DO

- Secure and manage partnerships and other collaborations
- Help grow the Museum's followership through well-planned, visually and verbally appealing social media posts
- Support social media planning and content creation for the brand
- Manage creation and execution of influencer programs
- Develop ongoing list of partnership prospects (brands and influencers) and initiate communication through cold calls/emails, and other successful means of contact
- Communicate with supporters who reach out to the Museum via email, DMs, and posts, answering concerns and promoting the brand

SKILLS AND QUALITIES:

- College graduate
- Creative
- Strong written and verbal communication
- Ability to handle multiple projects at once and prioritize in the face of many needs
- Strong digital graphic design skills; videography and photography a plus
- Strong organizational skills and an aptitude to follow-up and be persistent
- Research competence; knowledge of emerging media platforms
- Strong time and project management; quick learner and independent worker
- Flexibility and willingness to work on other projects and duties as needed

HOW TO APPLY

In 280 characters, tell us why we should consider you for the job then we'll go from there. Subject line: Marketing Coordinator to resumes@iaamuseum.org. In addition, provide your social media handles.

Salary range: \$35,000 - \$50,000 plus benefits