

Communications Coordinator

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future.

The Museum's Marketing & Communications Department works to raise the organization's visibility, drive revenue, and promote visiting the Museum. The Communications Coordinator plays a support role in that effort with a wide range of responsibilities for media relations, public relations, additional marketing, paid media and administrative tasks. This position reports directly to the Vice President for Marketing and Communications with a dotted line to the Director of Communications.

Roles and Responsibilities:

- Support the Vice President, Marketing and Communications on all administrative and financial tasks (scheduling, processing invoices, general support).
- Support Vice President by trafficking campaign creative, campaign tracking, reporting and interfacing with media agency for paid media.
- Write and edit press releases and media advisories for public programs, industry thought leadership, and Museum events.
- Secure listings for public and family programs, and special events.
- Collaborate with curatorial department to gather assets needed for press outreach.
- Assist Director in arranging, preparing, and accompanying curators and other museum staff on interviews, photo shoots, and filming.
- Organize press previews and develop relevant material with appropriate Museum staff.
- Create press reports for staff- and board-wide communications as needed.
- Attend and assist media at exhibition openings, public programs, and other events.
- Help develop innovative ways to increase Museum attendance through seasonal promotions and stunts.
- Proven ability to work with media (and influencers) to obtain reviews, features, previews of exhibitions, coverage of signature family and public programs. Circulate relevant material to media and make pitches.
- Recruit and manage Communications interns.
- Occasional evening work.

A successful candidate will have:

- At least two-four years of media relations experience required, with a communications/PR agency and non-profits or cultural institution. Marketing experience a plus but not required.
- Strong writing and proofreading skills. A commitment to producing exceptional work products with strong attention to detail. Writing samples will be requested.
- Excellent verbal and interpersonal communications skills.
- Strength in time and project management, including multi-tasking, goal-setting, and workload prioritization. Ability to work under tight deadline pressure while remaining calm and at ease with media and colleagues.
- Positively represent the Museum at events and community meetings.
- Take initiative on projects and also act as team player.
- Strong, proficient use of Microsoft Word, Excel, PowerPoint as well as influencer platforms such as: Cision, Meltwater, Sysomos and other comparable solutions.
- Savvy in social media.
- Bachelor's Degree required.

BENEFITS

Excellent benefits package, including a defined benefit pension plan as well as a 401K savings plan.

HOW TO APPLY

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Communications Coordinator** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.