



MARKETING COMMUNICATIONS COORDINATOR

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The **Marketing Communications Coordinator** will be responsible for supporting Museum earned income (sales) in the areas of Education (teacher, student, and family programs), Group Tours, and Third Party Rentals (weddings, corporate and non-profit events). The position is responsible to coordinate and project manage marketing communications initiatives by organizing, streamlining, and maximizing efforts in order to support lead generation and ultimately drive revenue for high visibility areas.

MAJOR RESPONSIBILITIES

Using revenue, increased engagement and visibility as key performance indicators, this role is responsible for supporting the sales funnel by creating a marketing communications calendar, developing, implementing and tracking campaigns that promote key milestones as well as managing on-going initiatives impacting each department's goals. This person is responsible for:

- Identifying needs, preparing briefs and design requests for collateral, signage, paid media and more
- Project managing all efforts using project management tools and processes in order to achieve maximum results — delivering on-time and on-budget. Communicate inter-departmentally and with outside vendors keeping all stakeholders and initiatives on-track.
- Researching potential school, organization, and company targets — recommending and implementing tactical campaigns to add desired targets to each sales funnel
- Following up with potential targets via phone calls and one-on-one meetings when needed
- Supporting public relations efforts by assisting in generating press releases, media advisories and pitching local media.
- Ideating, organizing, and implementing quarterly on-site influencer events partnering with outside firms, vendors, and internal departments
- Monitoring and maintaining accurate and compelling presences on bus tour, attractions pass, and travel websites along with tourism print guides
- Implementing paid and social media campaigns in concert with on-site Social Media Manager and Museum's digital and diversity agencies. Track and report results.
- Tracking, optimizing, and reporting all marketing activity as it relates to the established key performance indicators and benchmarks (in concert with Education, Group Tours, and Third Party Rentals).

COMPETENCIES & SKILLS

The ideal candidate will have a public relations agency background with experience in account and project management. This position reports directly to the Vice President Marketing Communications. In addition to



working closely with Education, Group Tours and Third Party Rentals, this role will also interface frequently with other areas of the Museum including Curatorial, Collections, Finance, as well as outside firms and vendors.

- At least two years of media relations experience required, agency experience a plus. Events management experience also a plus.
- Strong writing and proofreading skills. A commitment to producing exceptional work products with strong attention to detail.
- Excellent verbal and interpersonal communications skills.
- Strength in time 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 computer skills, including Microsoft Word and Excel, and an understanding of database management.
- 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 **MARKETING 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.