Assistant, Marketing Communications

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 Marketing Communications Assistant is an essential member of the Marketing & Communications team that is responsible for raising the organization’s visibility and to promote visiting the Museum. This position plays a large role in that effort with a wide range of responsibilities for media relations, public relations, and additional marketing and business development tasks. This is a part-time, temporary position that reports directly to the Vice President for Marketing and Communications.

Roles and Responsibilities:

- Write and edit press releases and media advisories for public programs, industry thought leadership, tourism, and Museum events.
- Support pitches and distribution in support of exhibition coverage. Circulate relevant material to media.
- Secure listings for public programs, family programs, and special events.
- Collaborate with curatorial department, PR consultant, and others to create relevant press materials, including photographs.
- Support the arrangement and preparation of curators and other museum staff for interviews, photo shoots, and filming.
- Help organize press previews and develop relevant material with appropriate Museum staff.
- Attend and assist media at exhibition openings, public programs, and other events.
- Support diversity public relations firm initiatives including: press release distribution, paid media campaigns, and translation services for all Museum marketing content.
- Support Vice President by organizing meetings, meeting reports, and follow up for strategic partnerships, digital partnerships, and business development.
- Help develop innovative ways to increase Museum attendance through seasonal promotions and stunts.
- Work closely with the Museum’s Public Relations consultant.
- Perform other duties as needed

A successful candidate will have:

- Bachelor’s Degree required – preferably in Marketing, Communications, or Public Relations
- At least 1-2 years of related 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.
- 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.
- Strong, proficient use of influencer platforms such as: Cision, Meltwater, or other comparable solutions.
- A commitment to diversity, equity, and inclusion and a passion for advancing equity and addressing structural racism within nonprofit organizations
- The desire to work in a collaborative, supportive environment
- The adaptability to work flexibly, including taking the lead on certain projects, working independently on others, and asking for guidance and assistance
- Excellent written and verbal communication skills
- Experience with Microsoft Office and Adobe Suite preferred

**Physical Requirements & Work Environment**

Sedentary and stationary work. Work is performed in an office environment and requires the ability to operate standard office equipment including computers and keyboards for extended periods of time. Exerting up to 25 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers. The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading. Specific vision abilities required by the job include close vision, distance vision, color and peripheral vision, depth perception, and the ability to adjust focus. On occasion, the employee may be required to work outside events with weather conditions including heat and cold. Occasional weekend or evening work required.

**BENEFITS**

This position is paid at $25 per hour for up to 28 hours per week. We provide Sick Leave on an accrual basis to all employees. Your employment relationship with the Museum qualifies you for free or discounted admission to other participating cultural institutions.

**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 Assistant, Marketing & Communications 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.*