



**KOCH FAMILY CHILDREN'S MUSEUM OF EVANSVILLE (cMoe)
Community Outreach & Marketing Manager
Full-time/Exempt**

(Some evenings, weekends and holidays)

Salary Range: \$35,000-\$38,000

Position Announcement

Posting date: October 8, 2021

The pandemic has been a challenge, but the Koch Family Children's Museum of Evansville (cMoe) is taking steps to build upon our past successes and refocus our work to ensure we meet community needs. We seek an enthusiastic marketing professional with creative ideas, a passion for results and the experience to successfully lead and execute a marketing plan that will help the Museum grow and sustain.

We believe in PLAY, CHILDREN, FAMILY, EXCELLENCE, INCLUSIVENESS, and STEWARDSHIP!

Since its founding in 2006, the Children's Museum has been the only museum in Evansville that is entirely devoted to children ages 0-12. With interactive exhibits and a wide array of early literacy, science, math and art activities, the Museum's purpose is to enrich children's lives and to positively impact the Evansville community through inspired play. Learn more at www.cmoekids.org.

Job Summary:

With leadership from the Executive Director, the Marketing & Outreach Manager will be responsible for managing and executing marketing projects that support the continued growth of museum attendance, membership, development and education programming. The Manager must be a strategic thinker who is hands-on and can work quickly under tight deadlines in a fast-paced environment with a wide range of stakeholders including the general public, members, donors, and staff.

How you contribute to the growth of the Museum:

- Promote cMoe programs and advance the mission through marketing channels, including, but not limited to: Create social media posts; Write and send e-blasts in Constant Contact; Draft press releases as needed; Update website and suggest updates for information on the website.
- Use communication and data tools available through the Museum's point of sale system (Altru) to promote programs, visits, and membership.
- Create a marketing plan and all the necessary content to market the Museum.
- Track and analyze the performance of advertising campaigns.
- Work with graphic designers and others to ensure adherence to cMoe's branding guidelines and voice.
- Actively engage with community members and partners. Represent cMoe to community partners; collaborate with partners to utilize and promote cMoe as a community resource. Work with community partners to develop effective communication strategies for diverse audiences.
- Seek out and attend community events and other opportunities to promote the Museum and expand our audience and impact. Recruit and manage volunteers. Attend community festivals and similar events, including some evenings and weekends. Participate in community conversations related to children, parenting, and play where appropriate.
- Serve as the one the Museum's external communicators.
- Develop and manage marketing budget.
- Assist with building the Museum's online educational content library.
- Provide support for fundraising, special events, and guest services as needed.

Ideal Candidate Qualifications

- Bachelor's Degree;
- 3-5 years' experience in marketing, public relations, journalism, development or another related field (preferably with a non-profit, museum, or cultural institution);

- Graphic design experience a plus;
- Build connections with community resources that cMoe can work with to reach more children and families;
- Proven project management skills;
- Flexible schedule to balance work and play;
- Ability to work with a team for common goals;
- Results-driven, deadline –oriented professional;
- Capabilities to use Photoshop, WordPress, Adobe Premiere, Constant Contact, Facebook Ad Manager, Instagram, and YouTube;
- Excellent communication (written & oral), interpersonal and customer service skills; and
- An ability to establish working relationships with board and committee volunteers members, colleagues, journalist and donors alike.

***A sample of your work will be required at the time of interview**

Application Instructions for the Position of Community Outreach & Marketing Manager

Please review the position description and send the following items to nhaddix@cmoekids.org no later than **October 22, 2021**:

- Cover letter including 1-3 bullet-list summary that explains how your previous experience that supports the duties and responsibilities listed in the position description.
- Resume
- List of 3-4 references. Please provide the affiliation, day and evening phone numbers, mailing address, and email address for your references. (*Do not send letters of reference – we will contact references directly.*)
- Please be sure to write “Marketing & Community Outreach Manager” in the subject line of your email.

Review of applications will begin upon receipt and will continue until position is filled. After we have reviewed your application materials, we will be in contact with you. Finalists for this position will be subject to a pre-employment background check as a condition of employment. We anticipate a target starting date of November 8, 2021.

Thank you for your interest in the Koch Family Children’s Museum of Evansville. We look forward to receiving your application.

The Koch Family Children’s Museum is an Equal Opportunity Employer.