

Ella Sharp Museum Job Description
Marketing and Communications Coordinator

Reports To: Director of External Affairs
Classification: Full time, non-exempt
Department: External Affairs / Marketing
Location: 3225 Fourth St. Jackson, MI

Supervises: n/a
Salary range: \$14.50 to \$17.50 per hour,
benefit eligible

About this position

The Marketing and Communications Coordinator creates, edits, monitors and disseminates informational and promotional content for Ella Sharp Museum (ESM) and Cell Block 7 (CB7). Communication outlets for ESM and CB7 include, but are not limited to, print materials, broadcast, website, and social media. Audiences include museum members, sponsors, business partners, and the general public. As the lead marketing and communications person on staff, the coordinator develops and executes successful marketing strategies for ESM's and CB7's overall brand awareness as well as for museum events, educational programming, and exhibits.

Representative responsibilities of this office include:

1. Collaborate with other departments to execute a marketing plan and communicate content about all facets of the museums, including brand awareness, programming, and exhibits
2. Maintain strong brand for Ella Sharp Museum and Cell Block 7 across all mediums
3. Ensure that all museum communications are consistent, engaging, and informative
4. Represent ESM and CB7 at community events, networking opportunities, and trade shows
5. Establish and manage external paid advertising for Ella Sharp Museum and Cell Block 7
6. Write press releases and member communications including online and print newsletters
7. Serve as liaison with contract designer and design in-house advertising and support materials for programming as needed
8. Create and manage marketing budget
9. Other duties as assigned

Desired Qualifications:

- Clear and effective communication skills, both written and verbal
- Ability to prioritize tasks and projects and maintain deadlines
- Detail oriented with proofreading skills
- Basic competence with industry-standard design software
- Comfortable with professional networking on behalf of the museum
- 2 years' experience in marketing, advertising, communications
- Bachelor's degree in Marketing, Advertising, Public Relations, Communications, or similar discipline
- Must pass background check

This position is located in a shared office, so noise level and distractions may vary. Some events require standing throughout the day, extensive walking, and the ability to transport equipment (up to 30 lbs) around our campus and to and from the car at off-site events. A valid Michigan driver's license is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. All job applicants receive equal consideration for employment.

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About the Ella Sharp Museum

The Ella Sharp Museum, founded in 1965, offers programs, exhibits and experiences preserving community history, advancing art appreciation and understanding, connecting children with science and, through the Cell Block 7 Museum, explores Jackson's prison history. Our 5-acre campus includes the Hadwin Center with exhibit galleries, program spaces, offices and a museum store; the Merriman Sharp farmhouse, a one-room schoolhouse, a log cabin, barn and other historic structures; and the Hurst Planetarium. Our mission focuses on providing opportunities to connect our community with history, the arts, and science. We received American Alliance of Museums accreditation in 1978 and have been reaccredited twice. One of the first small museums in the country to receive such distinction, the Ella Sharp Museum is one of only 38 accredited institutions in the state of Michigan.

How to apply: Submit cover letter, resume, and writing sample via email to: Michelle McClellan, Director of External Affairs, Ella Sharp Museum, MichelleM@EllaSharp.org. Deadline for submission is March 31, 2019. Resumes will be reviewed upon receipt. Position open until filled.