

The New Bedford Whaling Museum (NBWM) ignites learning through explorations of art, history, science and culture rooted in the stories of people, the region and an international seaport. The Museum is recognized as a compelling destination that inspires all visitors to reflect on the complex issues that shaped the past, remain critical today, and inform a sustainable future. Today, the Whaling Museum is a cultural leader of the SouthCoast serving more than 80,000 visitors and offering exhibitions, public programs and educational activities.

Marketing Coordinator

The full-time Marketing Coordinator plays a key role in advancing NBWM's efforts to promote exhibitions, programs, industry leadership and the museum in general. The position manages the flow of information from staff and departments to external vendors in marketing, social media and communications. The Marketing Coordinator supports updates to social media platforms, website, e-communications and other messaging tools that engage the museum's members, visitors, partners, and supporters. The Coordinator will work collaboratively with colleagues to develop and maintain a content calendar that will guide all needed marketing and communications efforts to drive audience growth, cultivate visitor loyalty, increase membership and enhance organizational reputation. This Coordinator is also responsible for graphic design elements such as invitations, passes, business cards and fliers and/or supervise contracted vendors in design. This position will report to a newly created role – Chief Experience Officer.

KEY POSITION ELEMENTS, DUTIES, RESPONSIBILITIES:

- Serve as the liaison between vendors and internal teams, managing all aspects of materials and content to flow smoothly, consistently and in a timely manner.
- Work collaboratively across departments to create and maintain content and communications calendar for upcoming exhibitions, programs, holidays, events, etc.
- Manage general and targeted e-news communications.
- Design materials in a manner that is consistent with the museum's brand identity.
- Provide communication support for departments, programs, exhibitions and events including writing and editing promotional content and communications pieces.
- Support creation of social media posts to advance brand and promote museum as top destination.
- Field social media and general email questions.
- Track reviews on online reviews (i.e. yelp and trip advisor).
- Establish LinkedIn presence and maintain for increased leadership visibility.
- Assist with museum website updates as needed.
- Field and coordinate non-collections photo and media requests.
- Other duties as assigned.

QUALIFICATIONS/SKILLS AND KNOWLEDGE REQUIREMENTS

- Proactive, self-starter with excellent verbal and written communication skills
- Strong project management skills and good judgment required
- Bachelor's degree in marketing, communications or a related discipline
- Minimum of 3 years of experience in marketing, communications and/or media relations
- Familiarity with Constant Contact and WordPress preferred
- Experience in museum or cultural setting a plus; experience working in a not-for-profit desirable

SALARY RANGE: \$45,000 - \$50,000 depending on experience. This is a full-time position with benefits.

APPLICATION INSTRUCTIONS: Send resume, cover letter, and [Application for Employment](#) to Michelle Taylor, Chief Administrative Officer & CFO at mtaylor@whalingmuseum.org. The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.