



## **Position Title: Marketing & Event Coordinator**

### **Purpose**

The Marketing & Event Coordinator is responsible for coordinating media and promotion of the museum and its exhibitions and events, including any programming offered to the membership and public. This includes managing the museum's online listings, newsletter, SEO, website and social media. The Marketing & Event Coordinator also assists with the execution of museum events.

This position will be full-time, Monday-Friday, 9am-5:30pm with occasional evenings and additional hours as needed for special events and programs.

### **Responsibilities and Duties**

#### **Marketing**

- Actively promote the museum through media on a local, regional, national and international level. Work with the museum's Deputy Director and other staff on the formation of story pitches, branding and paid advertising
- Assist representing the museum to organizations such as galleries, senior centers, colleges, nonprofits, media businesses, and to VISIT DENVER, tourism, historical, cultural and governmental organizations as part of the annual outreach and communications plan, with a goal of building relationships to increase awareness of and visitors to the museum
- Distribute museum brochures and information to strategic partners and locations
- Keep the museum's digital press kit updated
- Manage online communications and listings, including updating the museum website, Trip Advisor, Wikipedia, Yelp and other online resources/reviews in a timely manner
- Coordinate audience evaluation initiatives to determine effective marketing strategies
- Maintain and promote the inclusion of Kirkland Museum in printed travel guides
- Serve on the museum development team
- Manage the museum SEO, Google AdWords and review the museum's Google Analytics and make recommendations
- Manage social media accounts
- Build, design and gather content for e-newsletters
- Manage media contact list and send press releases
- Obtain and file copies of publications mentioning Kirkland Museum

#### **Events**

- Serve as a key member of the events team to facilitate the planning and identification of events at the museum hosted by external parties and by the museum; Coordinate event planning among multiple departments
- Serve as museum liaison with community event organizers, such as the Golden Triangle Creative District, VISIT DENVER and the Denver Architectural Foundation, to participate in relevant and city-wide arts events
- Plan, organize, and handle event logistics including working with vendors
- Develop and execute event opportunities
- Create and send invitations and track event RSVP confirmations
- Assist with event set-up and break-down
- Respond to event phone calls and inquiries
- Update and schedule Welcome Screens for events and partnerships



- Manage event budgets and look for sponsorship and partnerships from local businesses, as well as other fundraising opportunities

### **Qualifications and Skills**

- Excellent organizational skills and attention to detail
- Impeccable communication skills, both written and verbal
- Prior experience with media relations & marketing, advertising, SEO, Google AdWords, social media and/or event coordination
- Experience in graphic design for ads and marketing collateral preferred
- Proficiency with Adobe Creative Suite preferred
- Prior experience with audience evaluation for marketing and programming purposes preferred
- Advanced skills in Microsoft Suite including Word, Excel and Outlook
- Experience with Constant Contact and Eventbrite preferred
- Must be able to take direction and work independently and as part of a team

Please submit a resume and cover letter to [resumes@kirklandmuseum.org](mailto:resumes@kirklandmuseum.org). No walk-ins or phone calls please.

Kirkland Museum offers full-time employees competitive wages, paid leave, paid holidays, medical, dental, vision, long-term disability, life insurance and an opportunity to participate in our 401(k) plan.