



ORGANIZATIONAL OVERVIEW

Discovery Center Museum is a hands-on children's science museum located in the heart of Rockford, IL. With more than 250 exhibit experiences and a dedicated Makerspace, we are a beloved gem in our community and a nationally renowned institution of informal education.

We are in the middle of an exciting burst of creative energy and museum-wide reimagining of who we are and where we want to go. It's a truly thrilling time to begin, and we are looking forward to finding the right person to join our enthusiastic, high-energy team. **Come and play with us!**

POSITION SUMMARY

The *Marketing & Digital Media Coordinator* is an enthusiastic, flexible, creative member of the Advancement Team, reporting to the Director. They provide brand management support and assist with the implementation of marketing, public relations, advertising and digital media strategy for the organization.

ESSENTIAL FUNCTIONS

Marketing

- Social media management
- Media relations activities including writing press releases and media alerts, maintaining a digital news archive, and assisting in strategic communication efforts
- Event support and management
- Photography and videography (including leading creative content development, editing and working with external vendors)

Brand Management and Graphic Design

- Design and develop collateral materials
- Maintain a thorough understanding of Discovery Center Museum brand guidelines

Communication

- Create content, design and layout the weekly e-newsletter
- Manage relationships with news media
- Maintain Google review responses

Digital Strategy



- Social media management of current accounts, identify and strategize areas for growth. This includes content creation, curation and editing
- Content management and video/social cataloging

EDUCATION

Bachelor's degree in marketing, communications or other related field preferred.

EXPERIENCE

This is an entry level position. Minimum of 2 years of experience is preferred.

SALARY RANGE

\$42,000 - \$47,000

REQUIRED SKILLS

- Excellent written and verbal communication skill
- Must be detail-oriented, well-organized and able to manage time effectively
- Enthusiasm and creativity
- Strong interpersonal skills
- Proficiency in Word, Excel and PowerPoint
- Must be proficient with Canva, Adobe Creative Suite including Photoshop, InDesign and Illustrator. Experience with design for print and electronic media is needed. Experience with Wordpress preferred.
- Must have social media and web site content management experience. Knowledge of Facebook, Instagram, Twitter, YouTube, Google Analytics required. HTML preferred, but not necessary.
- Ability to work cross-functionally to advance progress toward and achieve goals.

PHYSICAL REQUIREMENTS

- Team member must frequently talk, hear, and use typical office equipment.
- Team member will sit at a desk at times, and is routinely required to walk and travel by car.

WORK ENVIRONMENT

- While primarily in an office setting, this position is flexible.
- Position may require team member to commute to offsite locations.