



AT THE LORRAINE MOTEL

JOB TITLE: Marketing Communications Specialist

REPORTS TO: Marketing Communications Manager

FLSA:

DATE: June 28, 2019

ORGANIZATION MISSION

Located at the Lorraine Motel, the assassination site of Dr. Martin Luther King Jr., the National Civil Rights Museum chronicles the American civil rights movement, examines today's global civil and human rights issues, provokes thoughtful debate and serves as a catalyst for positive social change.

POSITION SUMMARY

In support of the organization's business objectives and communications strategy, the Marketing Communications Specialist develops, executes and measures externally focused marketing communications activities supporting the company's marketing communications, digital, e-commerce and social media programs. The Specialist collaborates with internal/external stakeholders to communicate timely information about the organization, promote its brand, build and maintain key relationships, share the organization's story and handles the dissemination of approved information.

QUALIFICATIONS:

- Bachelor's degree with a major in public relations, digital communications or journalism.
- 3 - 5 years of experience conducting communications, marketing, public relations and/or social media campaigns for organizations.
- Track record of effective social media engagements.
- Excellent writing and editing skills. Thorough attention to detail. Working knowledge of AP Style.
- Understanding of project management principles. Ability to deliver quality work with a sense of urgency.
- High energy, enthusiasm and ability to learn/continually improve.
- Displays initiative and is resourceful.
- Able to function effectively in a dynamic environment and juggle multiple activities and projects.
- Excellent oral and written communication skills, interpersonal skills, and the ability to establish and maintain effective relationships.
- Ability to work independently as well as part of a team.

- Competence in technology, including but not limited to the use of presentation tools, web development, video/photo editing, with knowledge of Microsoft Office, Adobe Creative Cloud, e-commerce platforms and media/social media analytics programs preferably on a Mac platform
- Ability to drive an automobile to attend various events to support initiatives and take photographs or video.

ESSENTIAL JOB FUNCTIONS:

- Develop, plan, coordinate, execute and measure communications strategies to achieve desired outcomes/goals.
- Support/coordinate media relations activities including media pitching, press release and press kit development; press release distribution. Develop results reports.
- Support/coordinate work with media, photographers, film crews (both for museum projects and those visiting museum on assignment)
- Develop and post content for social media. Develop, implement strategies to grow online community; enhance content.
- Develop content for digital platforms (website, monthly museum update, eblasts).
- Organize assets and deliverables for digital communication (websites, email marketing, ecommerce site, blogs, presentations and photography).
- Effectively meet deadlines and work efficiently to develop/deliver approved content set by manager.
- Assist in maintaining a marketing strategy designed to "brand" the organization and its initiatives.
- Maintain level of expertise with required knowledge to perform duties through meaningful professional development.
- Assist in supporting activities related to Marketing Communications and Internal Communications.
- Perform other duties and responsibilities as assigned by the Marketing Communications Manager or Chief Marketing & External Affairs Officer.

APPLICATION

- Submit cover letter, resume and (3) three writing samples and example of social media or PR campaign by September 3, 2019 to cdyson@civilrightsmuseum.org.
- References required