



Part-Time Marketing & Publicity Coordinator Position Description

The Nassau County Museum of Art (NCMA) is a private not-for-profit 501(c)(3) organization dedicated to developing a deeper understanding of art and culture through exhibitions and educational programs for people of all ages, backgrounds, and abilities. Ranked among the nation's most important suburban art museums, NCMA is located 25 miles east of New York City on the former Frick Estate, a spectacular 145-acre property in Roslyn Harbor in the heart of Long Island's famed Gold Coast. The Museum pursues our artistic and educational goals by enhancing our permanent collections, sculpture garden, historic property and nature preserve.

The Museum seeks a part-time Marketing & Publicity Coordinator to promote all exhibitions, public programs, special events, educational programs, and news highlights. The ideal candidate should be experienced and proficient with diverse marketing and publicity platforms; day-to-day marketing and publicity activities, and long-term project coordination to meet the Museum's evolving needs. This position reports to the Executive Director.

Position Objectives

- Represent the Museum and develop marketing plans with specific objectives across all digital platforms (social media and internet) and traditional media outlets (news, magazines, etc).
- Execute a range of marketing and publicity programs simultaneously.
- Cultivate relationships with media outlets and members of the media, engaging them on an ongoing basis.
- Coordinate the participation of staff, as needed, across Museum departments.
- Foster collaboration among partner organizations, artists, and educators.
- Analyze marketing and publicity best practices to develop successful strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms.
- Create and maintain marketing and publicity collateral, including Museum's social media, website, email, etc.

Responsibilities

- Coordinate the development of marketing and publicity strategies and plans.
- Coordinate the development of marketing and publicity collateral, including media releases, social media posts, video promotions, etc.
- Conceptualize and execute on multichannel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging in all channels
- Manage content and updates for all marketing and publicity activities, within budget.
- Invite and engage media contacts at all special events and exhibition openings.
- Present ideas and final deliverables to Executive Director for marketing programs, strategies, and budgets.

Required Skills and Qualifications

- 3 – 5 years of similar experience.
- Candidate must be an excellent writer and have excellent verbal communication skills.
- Strong project management, multitasking, and decision-making skills.
- Creative eye for developing advertisements and signage.
- Experience with digital marketing.

Preferred Skills and Qualifications

- Bachelor's degree (or equivalent) in marketing, business, museum studies, or related field.
- Proficiency with digital marketing strategy.
- Experience leading and managing SEO/SEM, marketing database, email, social media, display advertising campaigns.
- Proficiency with Wordpress and graphic design software programs.
- Established contacts in media.

Hours & Pay Rate

- 20 hours per week, occasional evenings and weekends for special events.
- \$30 per hour

Interested candidates please email dtabar@nassauuseum.org a copy of your resume.

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