ABOUT THE CHILDREN’S MUSEUM
The Children’s Museum of Manhattan helps children and families thrive at home, at school, and in the community. Our offerings embrace the intersection of the arts, sciences, and humanities and include exhibitions, classes, workshops, performances, and festivals.

Our programs and exhibits are designed to address the multiple ways children learn and to help parents understand and support their children’s development. The Museum’s special areas of focus include early childhood education, creativity, health, and world cultures.

Founded in 1973 by parents as a grassroots neighborhood organization, the Children’s Museum flourished. Today it is a beloved citywide resource for children, family, and educators as well as a popular destination for visitors from around the world. Each year approximately 350,000 people visit our 38,000 square-foot learning facility on Manhattan’s Upper West Side. Hundreds of thousands more benefit from the Museum’s outreach programs at schools, libraries, homeless shelters, Head Start centers, and hospitals; its touring exhibitions; and its online tools and curricula.

ABOUT THE POSITION
The Children’s Museum of Manhattan (CMOM) seeks an Associate Director to design, implement, and execute CMOM’s marketing strategy across digital channels. This position will report to the Chief Program Officer and will partner closely with teams to increase brand awareness, cultivate member loyalty, and increase visitor engagement. Specifically, the Associate Director will activate marketing activities across social media, email marketing, and web.

RESPONSIBILITIES (include, but are not limited to)

Marketing Strategy
- Serve as CMOM’s main point of contact for all marketing and communications needs.
- Own and execute delivery of content across CMOM channels including social media, email, web, and internal communications.

Social Media: Twitter, Instagram, Facebook
- Manage and track social media activity across Facebook, Instagram, and Twitter.
- Create and publish social media copy and graphics (familiarity with Canva and Hootsuite a plus).
• Collaborate with School Programs and Public Programs team to determine content calendar.

Email Communications
• Establish and manage email calendar for School Programs, Development Outreach, and Public Programs updates.
• Stage, review, and execute all email marketing campaigns using Mailchimp. This includes monthly program updates, member renewal outreach, outreach content, and fundraising solicitation as needed.
• Manage audience lists and collaborate with Development team to ensure accurate list data.
• Monitor general inquiries submitted via the website contact form.

Internal Communications
• Support development of internal communications including monthly programmatic updates and monthly updates to board of trustees.

Website Management
• Manage program updates on CMOM website, field web update requests, prioritize and manage all web requests that need web development support.

Public Relations
• Serve as primary point of contact for public relations activity. This includes monthly media pitches and listings.

QUALIFICATIONS
• 5+ years of experience in multi-channel marketing
• Experience using multi-social posting programs such as Hootsuite and HubSpot
• Experience using email marketing platforms such as Mailchimp
• Experience communicating, influencing, and collaborating across multiple teams
• Strong computer skills using Microsoft Office and Adobe Suites
• Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
• Excellent copywriting and communication skills
• Ability to deliver and manage content (text and image a must)

COMPENSATION
Compensation will be commensurate with experience. Please provide salary requirements with your application.

TO APPLY
Send cover letter, resume and salary requirements to admin@cmom.org.

The Children’s Museum of Manhattan is an Equal Opportunity Employer. Background checks will be completed on all employees.