

PLEASE TOUCH MUSEUM

Position Description

COMMUNICATION COORDINATOR

Reports to:	Director, Communication	Department:	Communication
Direct Reports:	N/A	Division:	Communication
FLSA Status:	Exempt	Effective Date:	FY20
Employment Type:	Full-time	Hours/Week:	40/ Tuesday - Saturday

Background

Please Touch Museum, the Children’s Museum of Philadelphia (PTM) was founded in 1976 and was the first children’s museum to focus exclusively on young children ages birth to seven years. Our mission is to change a child’s life as they discover the power of learning through play. In 2008 PTM moved to Memorial Hall in Fairmount Park, a National Historic Landmark which was built for the 1876 Centennial Exhibition. Today, PTM is a multidisciplinary organization, providing exhibits and programs in the visual and performing arts, including theater, music, dance, literacy, humanities, math, and science. As a leading 21st century children’s museum, PTM’ exhibits, museum experiences, and educational programs are developed to engage children and foster the intellectual, social, and emotional skills necessary to be successful in the classroom, in life, and in future careers.

Position Summary

The Communication Coordinator is responsible for creating and maintaining content across all communication channels to support the goals of the strategic plan and direction for Please Touch Museum. A part of the Communications team, the Communications Coordinator will report to the Communications Manager. Assisting the Director, Communications with communications efforts of the museum with establishing and implementing, multi-faceted communications programs to strengthen the organization role and reputation as a leader in the children’s museum field.

Responsibilities include: assisting in the following areas, but not limited to: media relations, message development, media, story development, and web content development. This position will assist with social media, newsletters, and e-blasts content and placement.

Essential Functions

- Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Coordinate and implement a dynamic editorial calendar that will advance PTM’s brand identity; broaden awareness of its programs and priorities; and increase the visibility of programs across key stakeholder audiences
- Prioritize and assess effectiveness of communication channels including utilizing social media and other less traditional/creative marketing media

- Meet regularly with internal teams to generate stories for communication channels
- Ensure that all public information (website, calendars, social media, etc.) is pertinent and up to date
- Support and lead strategy for updating the website, including collecting and analyzing user feedback, keeping the Executive Team apprised of the status of the project, prioritizing pages based on highest use
- Set strategy and schedule for social media marketing and content
- Manage content submissions for external partner websites
- Establish relationships with key media partners/ talent
- Includes coordinating communications support for all events, including signature events
- Manages deadlines and multiple projects simultaneously, and completes work quickly and with high attention to detail including reviewing materials for errors before distribution
- Oversee mascot activation and schedule communication and promotional support
- Other duties as assigned

Minimum Qualifications

- A bachelor's degree from an accredited college or university with emphasis in communications, marketing, journalism, public relations or related field.
- Two or more years of experience in a communications-related field is required. Experience working in content development, writing, and social media.
- Possesses a basic understanding of communications, media relations, and public relations concepts and methodologies. Has the ability to think and apply these concepts strategically. Has the ability to work independently with a high level of accuracy.
- College-level written, and verbal communication skills are required. Must be able to communicate effectively up, down and across the organization clearly and succinctly in a variety of styles to communicate effectively.
- Advanced level skills with Windows based software, primarily MS Word, Excel and PowerPoint, Photoshop and advanced desktop publishing skills are required. Experience using social media including, Facebook, LinkedIn, Twitter and Instagram.
- Experience creating and updating website content
- Photography experience especially of children and events
- Familiarity with printing, scanning, and digital imaging hardware
- Proficiency with Microsoft Office Suite
- Familiarity with Social Media management across Facebook, Twitter, Instagram, Constant Contact including Hootsuite
- Demonstrated ability to effectively manage multiple projects and ongoing deadlines
- Two years or more experience in writing, editing, and designing press releases and media guides, and working with social media
- Support press operations at Museum events
- Ability to effectively manage multiple projects and ongoing deadlines
- Monitor social media platforms and work with Director of Communications to resolve any issues.
- Provide regular updates to staff on social media programs including analytics and milestones.
- Provide training to staff on generating dynamic content for communication channels.
- Produce newsletters including researching stories, writing content and meeting deadlines.

Please Touch Museum offers an excellent working environment and competitive salary. To apply for this opportunity, please email your cover letter and resume to: employment@pleasetouchmuseum.org Office telephone: 215-581-3189 EOE

Posted: Tuesday, August 13, 2019