

MARKETING, SALES, & COMMUNICATIONS COORDINATOR– Job # NAAM005

Reports to: Executive Director
Schedule: Full Time
Location: Seattle, WA (Remote Possible if based in Seattle)

About the Role

The Northwest African American Museum seeks a dynamic, creative, and experienced brand ambassador to manage Marketing, Public Relations, Communications, and Online Media Relations. The Marketing Coordinator will develop stunning marketing, proposal, and presentation materials and visuals to help lead the rhythm of NAAM's cultural and artistic offerings.

What You Will Do

- Create and execute overall marketing and public relations collateral, plans, and strategies.
- Secure local, regional, national, and international media coverage of the museum's exhibitions, collections, public programs, fundraising activities, and other initiatives.
- Lead copywriting for press releases, marketing materials, graphics, and other forms of media outreach.
- Work with tourism and hospitality partners to promote the museum as a cultural destination of choice.
- Develop cross-promotional partnerships and collaborations with key arts and business organizations.
- Work with outside vendors including advertising representatives, PR consultants, etc.
- Manage media buys and negotiations for media sponsorships for events and programs.
- Manage the production and approval of collateral, including rack cards, signage, flyers, advertisements, and copy for radio and television spots.
- Manage brand enforcement ensuring consistency of design and messaging for all marketing campaigns and communications.
- Manage all aspects of museum retail operations.
- Lead marketing meetings with other staff members ensuring all materials and campaigns are organized, intentional, effective, and sustainable.
- Maintain positive relations with media and build ongoing public interest and support for the museum.
- Facilitate audience and visitor growth in support of the museum's mission and goals by managing all outgoing and incoming communication (e-blasts, museum newsletters, etc.).
- Thoughtfully position the museum as an active participant in all relevant social media platforms by facilitating the museum's social media platforms
- Responsible for managing the museum's website content and technical operations.

What You Will Bring

- Deep knowledge of, passion about, and appreciation for African American history and culture.
- Commitment to accuracy and attention to detail.
- Strong ability to be creative and think critically.
- Self-motivation with strong organizational skills.
- Ability to multitask and meet deadlines.

- Available to work evenings and weekends.
- A knack for and successful track of promoting brands of choice.

What Makes You Qualified

- 3-5 years' experience in a related field.
- Bachelor's degree in Communications, Marketing or a related field, or other relevant disciplines or equivalent combination of education and experience. Graduate degree preferred.
- Demonstrated knowledge in planning and conducting marketing and communications campaigns.
- Demonstrated knowledge of brand management.
- Optimal written, oral, interpersonal, and communication and editing skills.
- Ability to perform effectively with a wide range of constituencies across a diverse communities.
- Demonstrated mastery of social media platforms

To apply for this opportunity, submit your resume and a cover letter detailing what about your KSAs makes you ideal for this role to: hr@naamnw.org.

Equal Opportunity Employer

The Northwest African American Museum provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws