

Reports to: Director of External Affairs

Status: Full-time (30+ hours), regular, non-exempt, benefited, hourly and at-will

Schedule: Flexible, including weekends & holidays

Organizational Description:

The Children's Creativity Museum is a hands-on arts and technology experience for kids. **Our mission is to nurture creativity and collaboration in all children and families.** We believe creative expression, innovation, and critical thinking are core to fostering the next generation.

Our museum is located in the heart of San Francisco with a target audience of families with children aged 2 – 12. Last year we served over 100,000 visitors to the museum, the Creativity Theater and through schools and camps.

Position Description:

We are seeking a tech-savvy idealist who will support all aspects of marketing with an emphasis on digital marketing and community engagement. This is a growth opportunity for someone interested in marketing and business practices related to a non-profit museum. We are looking for someone who embraces our philosophy to be creative and collaborative in their work and human interactions.

Job Responsibilities:

- Collaborate with all departments to create compelling content, based on our stories and brand, for multiple social media channels
- Draft and manage email campaigns: monthly newsletter and targeted email campaigns
- Maintain website copy: programs, calendar, images etc.
- Analyze effectiveness of current marketing initiatives to inform and improve future campaigns
- Monitor social media, Google AdWords and Google Analytics
- Represent museum at off-site programs and events; e.g. Shared Schoolyard, Kids to Work Days, fairs and festivals.
- Interface with tourist serving venues; e.g. visit hotels and cultivate concierge referrals.
- Conduct outreach to schools and student-serving organizations regarding field trips, group visits, and other programs.
- Other duties as assigned.

Qualifications:

- Tech savvy: familiar with general marketing platforms and current trends
- Experience with Google Analytics, Google AdWords and WordPress
- Writing and/or graphic skills
- Curious about all aspects of the museum and is not shy to approach team members across departments
- Ability to manage multiple projects
- Strong PC skills, familiarity with Microsoft Office and Google Suite applications, and desire and ability to learn new software
- Schedule flexibility including hours and weekend days. Weekend days between 2-4 per month
- Cultural sensitivity and awareness
- Confidentiality
- Experience and/or degree in marketing, communications or related field
- Valid Driver's License

Bonus Qualifications

- Graphic design experience using Adobe Suite
- Familiarity with Altru/Blackbaud or similar CRM system

To Apply:

Send a cover letter and resume to jobs@creativity.org with the subject line CCM Marketing Associate.