



## Marketing and Communications Coordinator

The London Children's Museum is looking for a creative, flexible, and results-oriented individual to join our team. Reporting to the Director of Visitor Experiences, the Marketing and Communications Coordinator is responsible for the execution of the London Children's Museum's strategic marketing plan and for the overall internal and external communications of the organization. This individual passionately conveys the voice, brand, and mission of the London Children's Museum. They exemplify our organizational values: **Listen Closely, Be Awesome, Stay Curious, Be Helpful, Include Everyone, Dream Big, and Have Fun.**

**Position:** Full-time, salaried position at 37.5 hours per week

**Contract:** One-year contract beginning September 2022

### Key Responsibilities:

- Execute the London Children's Museum's strategic marketing plan
- Creatively use a variety of marketing tools and tactics to drive attendance and communicate the London Children's Museum mission
- Understand and identify marketing priorities, challenges, opportunities, and trends
- Work closely with departments across the organization to communicate London Children's Museum events, programs, and offerings with external stakeholders
- Create engaging content for London Children's Museum social media accounts
- Develop and implement online and traditional ad campaigns
- Manage content on the London Children's Museum website
- Effectively engage media through media advisories, press releases, and relationship maintenance
- Maintain stakeholder communications through e-newsletters, print materials, brochures, and onsite signage
- Track and analyze content performance across social media and digital platforms
- Ensure all marketing materials adhere to key messages and brand standards
- Promote and maintain brand standards across the organization
- Identify new marketing channels to increase brand awareness

### Skills & Requirements:

- Minimum three years experience working in marketing, communications, or a related field
- Post-secondary degree or diploma in marketing, communications, or a related field
- Experience in the not-for-profit or charitable sector is an asset
- Demonstrated ability to write with warmth, clarity, and professionalism
- Demonstrated ability to create engaging social media content
- Familiarity with social media platforms, trends, and strategies
- Experience creating compelling copy for online audiences
- Experience with Drupal and/or WordPress, MailChimp, Photoshop, InDesign, and Google Analytics
- Skills or an interest in photography is an asset
- Ability to analyze and interpret data to develop communications strategies
- A highly organized and flexible multi-tasker who can balance multiple priorities
- Ability to work independently and exercise good judgment
- Desire to take initiative and ownership over projects
- Enthusiasm for working collaboratively with staff across departments
- Strong Microsoft Office skills

**Apply:** Submit your resume and cover letter to [mira@londonchildrensmuseum.ca](mailto:mira@londonchildrensmuseum.ca) by August 21, 2022, 5 pm.

*The London Children's Museum welcomes and encourages applications from people with disabilities. Accommodations are available on request for all aspects of the selection process.*