



Marketing & Communications Coordinator

The London Children's Museum is looking for a creative, flexible, and data-oriented individual to join our team. Reporting to the Marketing & Communications Manager, the Marketing & Communications Coordinator is responsible for the execution of the London Children's Museum's strategic marketing plan. 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: Permanent, full-time, salaried position at 37.5 hours per week

Compensation: \$46,000 + annual salary plus comprehensive health benefits package

Key Responsibilities:

- Execute the London Children's Museum's strategic marketing plan
- Creatively use a variety of marketing tools to drive attendance and communicate the London Children's Museum mission to relevant stakeholders
- Create engaging and relevant content for London Children's Museum social media platforms
- Develop and implement digital and traditional ad campaigns
- Manage content on the London Children's Museum website
- Develop and design emails, print materials, and on-site signage
- 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
- Track and analyze content performance
- 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:

- 1-3 years experience working in marketing, communications, or a related field
- Post-secondary degree or diploma in marketing, communications, or a related field
- Demonstrated ability to create engaging social media content
- Demonstrated ability to write with warmth, clarity, and professionalism
- Experience creating compelling copy for different audiences
- Experience with Drupal, MailChimp, Photoshop, InDesign, and Google Analytics
- Skills or an interest in photography, videography, and/or graphic design
- Experience in the not-for-profit or charitable sector is an asset
- 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 and Google Suite skills

Apply: Submit your resume and cover letter to recruitment@londonchildrensmuseum.ca by Monday, October 14, 2024, 5 pm.

The London Children's Museum is committed to creating inclusive employment practices and work environments that celebrate the dignity and uniqueness of every individual. Every effort is made to reduce accessibility barriers during the candidate recruitment and selection process. Accommodations are available during every step of the hiring process.