



CHESAPEAKE BAY MARITIME MUSEUM

213 NORTH TALBOT STREET | ST. MICHAELS, MD 21663 | 410-745-2916 | CBMM.ORG

POSITION: MARKETING AND COMMUNICATIONS COORDINATOR

REPORTS TO: DIRECTOR OF MARKETING & COMMUNICATIONS

The Chesapeake Bay Maritime Museum (CBMM) preserves and explores the history, environment, and culture of the entire Chesapeake Bay region, and makes this resource accessible to all. As an educational institution, staff fulfill CBMM's mission, goals, and vision, working individually and collaboratively to encourage the public's access to our collections, programs, and resources.

Serving more than 90,000 guests each year, CBMM's 18-acre campus includes a [floating fleet of historic boats](#), [12 exhibition buildings](#), and [changing special exhibitions](#), all set in a park-like waterfront setting along the Miles River and St. Michaels' harbor.

SUMMARY DESCRIPTION

The primary responsibility of the Marketing and Communications Coordinator is to write, produce and edit content for digital media and or online community program operations including social media, publications and blogs. This position provides exceptional customer service to both internal and external customers, communicates and schedules with contractors for various department needs, performs basic electronic filing and content management, and will support the creation of monthly budgeting and audience reports in order to assist with the department's strategic planning and projections.

KEY ATTRIBUTES

- High level of computer proficiency with Microsoft Office suite
- Excellent organization skills
- Familiarity with both Mac and PC operating systems
- A basic understanding of use and functions of various online media platforms, including Facebook, Instagram, Twitter, Constant Contact and YouTube
- Familiarity with Wordpress and Squarespace strongly preferred but not required
- Working knowledge of data and asset management, including ability to retrieve and provide reports and integrate with Microsoft Office
- Meticulous attention to detail with strong organizational skills
- Ability to interact with colleagues and contractors in a positive and enthusiastic manner
- Ability to effectively communicate and work with all levels of constituents, while operating in a fast-paced environment
- Ability to work both independently and as a team member
- Ability to set priorities, handle multiple assignments and deadlines, and display excellent judgment while operating in a flexible and professional manner
- 2-3 years of relevant experience
- Bachelors degree in communications and/or digital media or equivalent experience

PRIMARY RESPONSIBILITIES

- Department meeting coordination, including scheduling, note taking and follow-up
- Manage department coordination with contractors and vendors, to include scheduling, online ordering, purchase orders, and payments
- Organizing media files, logos, images for various projects
- Support the scheduling and collection of various media assets required for timely publication & marketing campaigns
- Create department reports from various social media outlets in support of monthly media-reach analysis and expense reports to support department budgeting
- Data and asset management
- Support department project planning and deadline management by tracking internal and external deadlines and proactively planning for institutional needs
- Content creation, planning, and scheduling for social media and e-newsletters
- Co-edit, plan and coordinate required content for CBMM member magazine
- Assist in the shaping and editing of targeted marketing copy for strategic initiatives across departments.
- Monitor and respond to incoming guest communications via email and social media
- Support other department needs and tasks as assigned

This position is a full-time, exempt position with an expected minimum work schedule of 40 hours per week. This position is eligible for predominantly remote work but must be able to provide on-campus support for all marketing and communications needs with a particular focus on special events and on-site media support.

While this position may have a flexible schedule, most hours are expected to be worked during business hours, 9:00a-5:00p, Monday through Friday. All staff are expected to be available to work a flexible schedule that may include evenings and weekends.