

MFA *The Museum of Fine Arts, Houston*

Position Available

Title:	Marketing and Communications Coordinator
Reports To:	Marketing Manager
Pay Type:	Full-Time, Regular, Non-Exempt, 35 hrs/week
Salary:	Commensurate with Experience and Education
Benefits:	Group Medical, Dental, Vision Insurance, Life and Long-Term Disability Insurance, Retirement Plan, Flexible Spending Plans, Paid Time Off, Reserve Time Off, Holiday Pay, Museum Membership and Discounts
Work Schedule:	Monday–Friday, 9 a.m.–5 p.m.
Work Location:	Montrose Building, a non-smoking facility

Responsibilities

Overall Departmental:

- **Departmental budget:** Manages and tracks in coordination with Marketing Manager
 - Updates operational budget spreadsheets with encumbrances, POs, invoice status, and final payment information
 - M&C operating as well as exhibition and client budgets; includes departmental expense-report processing
- **Spanish-language translation coordination:** Solicits, identifies and coordinates all M&C Spanish-translation needs, for news releases, marketing materials, social media and web pages
- **Board of Trustees Presentations and Development Sponsor Reports:** Solicits and coordinates M&C contributions and creates PowerPoints, exhibition reports
- **Commercial and press shoot requests:** fields and assists in handling as needed
- **Office supplies and timesheets:** Periodic requests and reminders as needed
- Support the Associate Head of Marketing and Communications in the conceptual development of content for organic and paid social across all Museum platforms including multiple Facebook pages, multiple Twitter accounts, Instagram, YouTube and Vimeo
- Organize daily social media and content calendar for Facebook, Instagram, Twitter, YouTube and Vimeo including scheduling and posting.
- Write and develop each post; approx. ten per day - interesting, exciting, enticing and engaging – more if the subjects are ripe!
- Proactively engage consumers online to drive favorable brand conversations, across all social platforms.
- Create compelling, with the Videographer, and original social-first content for Facebook, Instagram, YouTube, and Twitter (Including but not limited to GIFs, illustrations, sizzles, animations, teasers, and videos)
 - Oversee marketing video production, including requests for proposals, drafting scripts, budgeting and trafficking for approvals.

Advertising and Promotion:

- Inputs, monitors and maintains client plans

The Museum is an equal opportunity employer dedicated to a policy of nondiscrimination in employment without regard to race, creed, color, age, gender, gender identity, sexual orientation, religion, national origin, genetic information, disability, or protected veteran status. For more information, visit our website at <http://mfah.org/about/careers/>.

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- Manages banner plans, spends and production schedule, in coordination with Marketing Manager
- Receives and tracks invoices and tracks fulfillment through to payment
- Monitors and maintains collateral production schedules, in coordination with Marketing Manager
- Assembles assets (job forms, images, etc.) for advertising/promotion materials
- Coordinates advertising production
 - Tracks jobs with Graphics department
 - Tracks approvals between M&C and Graphics
- Serves as advertising outlet liaison for production and invoicing
- Maintains and executes on-site building banner plans
- Coordinates fulfillment with marketing partners
- Distributes, maintains collateral materials on site
- Maintains research lists
- Screens advertising solicitations
- Primary liaison with external printers, other vendors to obtain bids, submit art files and coordinate delivery of materials
- Books and oversees distribution of collateral materials (e.g., rack card mailings, campus distribution, external partner needs)

Press:

- Logistical lead on media previews (4-6 annually): creates and coordinates MFA Cafe and F&E requests; facilitates payment; attends and facilitates press check-in and related coordination
- Fields incoming media requests as needed
- MFAH Media Highlights: Tracks press and social media surrounding announcements
- Support prior to and during society events
 - Produces Facebook for event
 - Escorts and assists photographers

Skills, Knowledge, and Abilities

- Detail-oriented, with strong communications and interpersonal skills
- Ability to project manage and adhere to deadlines

Education and Experience

- College degree (preferably in English, Communications, or Art History)
- 2 years in a marketing and communications environment

How to Apply

Send résumé to Human Resources, Job-20-125MAC, via email jobs@mfa.org or apply at <http://mfa.org/about/careers>