

Communications Manager

Job Description

Exempt & Full-Time

Location: 929 E Wisconsin, Milwaukee WI 53202

Reports to: Director of Communications & Marketing



Our Mission

Inspire all children to wonder and explore their world through play and innovative, hands-on learning experiences.

Become a valued member of Betty Brinn Children's Museum's (BBCM) team! We are looking for enthusiastic, driven, analytical team players with a passion for early childhood education to help us reach our goal of providing ALL children with high-quality, hands-on playful learning experiences. We believe teamwork stems from supportive and cooperative discussions. We invest in our team members' professional growth and celebrate curious minds.

Position Summary:

The Communications Manager is responsible for creating and implementing effective communication strategies to promote the Betty Brinn Children's Museum through various digital platforms. This position will work closely with all functions of the Museum to develop content that informs and engages the Museum's target audience. This position requires creativity and ingenuity and an understanding of how to use social media to increase brand awareness. The Communication Manager will have strong written and verbal communication skills.

Responsibilities and Duties:

- Develop, implement and execute a communications calendar featuring engaging content, such as photos, videos, interactive media and news about the Museum's activities, programs, exhibits, and special events.
- Engage with Museum guests to capture photos and video.
- Create high quality photo and video content for various communication channels, including social media, e-newsletters, and the Museum's website.
- Maintain relationships with the Museum's online community, responding to emails, social media messages/comments and reviews in a timely and professional manner.
- Collaborate with the other functions of the Museum to gather information to create digital and printed content for programs, newsletters, website updates and special events.
- Coordinate special events and promotional campaigns designed to increase awareness of the Museum, attract new visitors and engage with the community.
- Assist in developing marketing and promotional ideas and campaigns to increase visitor engagement and attendance.
- Stay up-to-date on emerging social media trends, technologies, and best practices, and apply this knowledge to improve the Museum's social media presence.
- Ability to work some weekends and evenings for special events.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree in communications, marketing, public relations, or a related field.
- At least three years of related formal or informal experience and/or training in a setting that demonstrates the skills, knowledge and abilities needed to perform the above tasks; or equivalent combination of education and experience.

**Skills & Abilities:**

- Exceptional written and verbal communication skills, with an ability to develop compelling content that engages audiences to increase their understanding of BBCM's mission and purpose.
- Experience managing social media channels, including Facebook, Twitter, Instagram, and TikTok
- Ability to work collaboratively and effectively with Museum staff, community partners, and other stakeholders.
- Strong organizational skills and ability to manage multiple projects simultaneously.
- Graphic design, Adobe Suites and Apple product experience preferred.
- Outstanding customer service abilities, with a talent for confidently and professionally approaching Museum guests to request permission to capture photo or video.

Salary & Benefits:

\$40,000- \$44,000

BBCM offers full-time employees a generous benefits package, including but not limited to the following: PTO, sick time, medical, vision, dental, and life/accidental death Insurance, an HSA with employer contributions, 401k (with a Museum match), professional development opportunities and free downtown parking.

Betty Brinn Children's Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression or any other characteristic protected by federal, state or local laws.

To Apply:

Please email your resume and cover letter to hr@bbcmkids.org. Please include the job title of the position you are applying for in the subject line.