



224 Lamm Street  
Mankato, MN 56001  
507.386.0279  
[www.cmsouthernmn.org](http://www.cmsouthernmn.org)

## Marketing Manager

At the Children's Museum of Southern Minnesota, we believe our team is part of something extraordinary. Our Museum is community-built and community-sustained, with a mission to ignite the natural curiosity of every child through the power of play in a dynamic, awe-inspiring environment.

### ***Join our team!***

Reporting to the Vice President of Play and Learning, the Marketing Manager position is a full time, non-exempt position scheduled for 40 hours/week. The Marketing Manager develops, and implements the marketing, communications, and public relations programs—as well as their content—to build awareness of the organization's mission, programs, events, and achievements. Acting in both strategic and production roles, this position ensures effective, consistent communications both internally and externally. This position is eligible for benefits including but not limited to health, dental, vision, life insurance, short- and long-term disability, HSA, FSA dependent care, SIMPLE IRA matching program and staff discounts. A commitment to our core values is required. These include: Passion for Play, Ignite Curiosity and Thrive in the Unexpected. Further, as the Museum is a growing, inclusive organization, any candidate should be open to performing a variety of tasks.

***Take the next step!*** Please submit a resume to Heather Otto, Vice President of Operations, at [info@cmsouthernmn.org](mailto:info@cmsouthernmn.org)

### **Job Responsibilities**

- Develop and implement marketing strategies specifically focused on promoting the Museum's programs, events, and educational initiatives to target audiences, ensuring alignment with the Museum's mission and goals.
- Lead the creation, contribution, and management of all external communications, including press releases, program advertisements, website content, social media posts, and targeted email campaigns.
- Design and distribute marketing materials to promote the Museum, including flyers, posters, banners, and e-mail campaigns, with a focus on increasing awareness and participation.
- Manage external partnership and drive ordering of all internal collateral such as business cards, name tags, promotional giveaways, exhibit signage, etc.

**PLAY. IT'S WHAT WE DO.**

- Collaborate with program team to develop storytelling content that highlights the impact of Museum programs, ensuring that messaging resonates with families, educators, and community stakeholders.
- Manage and update the Museum's website with timely and relevant content promoting current and upcoming programs, exhibits, workshops, camps, and events.
- Work closely with the leadership team to develop marketing plans that outline key objectives, timelines, and targeted outreach for new and ongoing Museum programs and exhibits.
- Identify and engage with community partners, schools, and local organizations to create collaborative marketing efforts that expand program reach and visibility.
- Monitor all social media channels for CMSM-related discussions and actively engage with followers to promote upcoming programs and answer any inquiries.
- Coordinate promotions in collaboration with local media, ensuring consistent coverage and awareness of the Museum's educational offerings.
- Manage budgets and resources related to marketing efforts, ensuring that campaigns are delivered within financial constraints while maximizing impact.
- Lead marketing meetings to ensure program and exhibit marketing campaigns remain on schedule, and communicate progress, challenges, and successes to key stakeholders.
- Represent the Museum with professionalism in program marketing efforts and maintain respectful communication with all staff, visitors, stakeholders, and partners.
- Other duties as assigned.

**Qualifications:**

- Bachelor's degree in Marketing, Communication, English, or a related field and/or comparable experience.
- Experience with strategic use of social media to promote causes and/or organizations.
- Strong written English skills and understanding of strategic/targeted communication.
- Experience working in a variety of media types including print, digital, video, and social media.
- Experience with document design and creation in Microsoft Office and Adobe Creative Cloud, including Word, Photoshop, InDesign and Canva.
- Graphic design and photography/photo-editing skills are a plus.
- Ability to manage and deliver on a wide variety of projects, tasks, and responsibilities, working collaboratively or independently to meet various deadlines.
- Thorough knowledge of web analytics.
- Up to speed with current and online marketing techniques and best practices
- Flexible schedule and/or ability to respond to opportunities and emergencies as they arise.



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- Ability to gather, prioritize and articulate complex content to a wide variety of audiences.

#### **Work Conditions:**

- Job requires exerting up to 20 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects.
- Flexibility and availability in schedule are required during weekday hours. Some weekend or evening hours expected.
- Job requires direct interaction and engagement with children and families.
- Job requires a high degree of interaction and engagement with others including staff and community members
- Job requires ability to be onsite for a variety of events, programs, etc.

#### **About Children's Museum of Southern Minnesota**

The vision for the Children's Museum of Southern Minnesota is to be a catalyst for building a stronger, more vibrant community around play so that all children in our region share in a bright future of opportunity and well-being. Located in Mankato, Minnesota, the Museum welcomes nearly 100,000 visitors and maintains over 2,100 memberships annually, and continues to be a resource for the region, providing the opportunity to experience the joy of learning through the power of play to all children and families.

The Children's Museum of Southern Minnesota is an equal opportunity employer.