

## Marketing Coordinator

**Location:** Jupiter Inlet Lighthouse & Museum, Jupiter, FL

**Reports To:** Marketing & Communications Manager

**Job Type:** Full-Time

### Job Overview:

The Jupiter Inlet Lighthouse & Museum is seeking a highly motivated Marketing Coordinator to support and execute digital and content marketing initiatives. This role is responsible for managing social media, website updates, content creation, and email/text marketing campaigns. The Marketing Coordinator will support the Marketing & Communications Manager by handling the administrative side of marketing while also contributing creatively to social media and digital content. The ideal candidate has a strong background in digital marketing, videography, graphic design, and content strategy to enhance the museum's online presence and engagement.

### Key Responsibilities:

#### 1. Social Media & Content Creation

- Develop, execute, and manage social media strategies aligned with the museum's marketing goals in conjunction with the Marketing & Communications Manager.
- Create, schedule, and publish engaging content across social media platforms (Facebook, Instagram, X, TikTok, YouTube), maintaining brand consistency.
- Update and manage Facebook events.
- Plan, shoot, edit, and produce high-quality video content to promote signature events, programs, and the museum's historical significance.
- Design visually appealing graphics for social media and newsletters.
- Design flyers, digital assets, and signage for the museum's signature events.
- Maintain a library of digital assets (photos, videos, logos, and templates).
- Engage with followers by responding to comments, messages, and tagged posts in a timely and professional manner.

#### 2. Website Management and SEO

- Oversee website updates, ensuring content is accurate, fresh, and aligned with brand objectives. This includes the museum's monthly calendar of events.
- Optimize website navigation and user experience to improve engagement and conversions.
- Implement SEO strategies, including keyword research and content optimization, to enhance search rankings.
- Collaborate with external partners for technical maintenance and security updates as needed.

#### 3. Email & Text Marketing

- Develop and execute monthly email marketing campaigns, including the museum's general Monthly Newsletter and event promotional content.

- Assist the Development Manager with the design and deployment of the monthly Member Newsletter.
- Assist the Historian & Collections Manager with the design and deployment of the Quarterly Newsletter.
- Create compelling email copy and graphics to enhance audience engagement and retention.
- Track and analyze email performance, making data-driven recommendations for improvement.
- Build and deploy text campaigns targeting the membership base and expanding into e-commerce.
- Establish automated messaging journeys to retarget event attendees and program participants.
- Manage email lists and audience segmentation in Mailchimp in conjunction with the Development Assistant.

#### 4. Analytics & Reporting

- Monitor key performance metrics for digital channels, including social media, website traffic, and email marketing.
- Generate monthly reports with insights and recommendations to improve engagement and content effectiveness.
- Work closely with the Marketing & Communications Manager to align digital strategies with overall marketing goals.

#### **Skills & Qualifications:**

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field (or equivalent experience).
- 2-5 years of experience in social media management, content creation, or digital marketing preferred.
- Proficiency in graphic design tools such as Adobe Creative Suite and Canva.
- Experience in video production, including filming, editing, and using video software (Adobe Premiere Pro, Final Cut Pro, etc.).
- Knowledge of SEO strategies and website management (WordPress preferred).
- Familiarity with email marketing platforms (Mailchimp preferred) and text marketing automation.
- Strong understanding of social media analytics and reporting tools (Sprout Social and Meta preferred).
- Knowledge in Blackbaud/Altru a plus.
- Excellent writing, editing, and communication skills.
- Ability to multitask and manage multiple projects in a fast-paced environment.
- Passion for history, culture, and education is a plus.
- Must have reliable transportation.
- Professionalism in manner and appearance.

#### **Schedule & Work Environment:**

- Schedule: Monday - Friday, 9:00 AM - 5:00 PM, with special events and evenings as needed.
- Office-based role with time spent outdoors for video shoots and events.
- Some weekend work required for events or urgent needs.

## Compensation & Benefits:

- Salary: \$55,000 - \$60,000, based on experience
- Health insurance stipend
- Paid time off and holiday pay
- Retirement savings plan options with company match
- Opportunities for professional development and career growth