

# Briscoe Western Art Museum San Antonio, Texas

## Position Description

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### Marketing Coordinator

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**Department:** Marketing

**Reports To:** Director of Development and External Affairs

**Fair Labor Standard Act Status:** Full-time, Exempt position

**Compensation:** \$40,000 - \$45,000, plus benefits

#### **POSITION SUMMARY**

The Marketing Coordinator position develops and implements creative strategies to advance the mission of the Briscoe Western Art Museum through public relations and marketing, to include media relations, social media, website, and advertising. As part of the museum's senior staff, this position reports to the Director of Development and External Affairs and is an essential part of the external team, supporting the Briscoe's vision to become a leading cultural institution and tourist attraction for San Antonio, Texas, and beyond. The Marketing Coordinator contributions will enhance the museum's initiatives for branding, audience-building, and revenue generation. This position is responsible for all publicity, advertising, and communications for the Briscoe Western Art Museum and the Jack Guenther Pavilion and serves as the media contact for the organization.

The Briscoe Western Art Museum encompasses an approximately one and one-quarter acre campus with nearly 60,000 square-feet of building space, including the renovated historic 1930 library building and the newly constructed Jack Guenther Pavilion, along with the McNutt Sculpture Garden and premiere San Antonio River Walk frontage.

#### **ESSENTIAL FUNCTIONS**

- Operates as the central point of communication for the museum and must be collaborative and team oriented.
- Work closely with all departments to meet the departments' individual promotional needs and incorporate all efforts into an integrated communications plan designed to meet organizational goals.
- Develop, oversee and execute marketing and communications efforts for all museum departments and programs, including the Jack Guenther Pavilion.
- Create, track, and manage communications plans for exhibitions, programs, and events.
- Solicit and write content for the museum's newsletters and other online properties.
- Executes design, or works with contract designers and printers, to complete marketing and communications deliverables for all museum departments, programs, and the Jack Guenther Pavilion on deadline and within budget.
- Manage museum promotional collateral and signage and assures materials are updated, current, available, and utilized as appropriate.

- Interface with external marketing and communications agencies and contractors, negotiating contracts and managing/coordinating external support.
- Support and manage advertising and promotional media buys.
- Maintain familiarity with relevant publications media outlets and media contacts, and partnering organizations, and operate as central point of contact.
- Work with the museum's Digital Media Specialist to manage the museum's website and social media channels.
- Manage Briscoe Museum and Jack Guenther Pavilion photography and videography needs.
- Manage onsite media relations needs. and represent the Museum at events.
- Provide monthly, quarterly, and annual activity reports with relevant analytics.
- Coordinate with Facilities and/or Protective Services staff to ensure all banners, signage, and/or posters are displayed for events.
- Perform other duties as assigned.

### **QUALIFICATIONS**

- Bachelor's degree in communications, marketing, or related field required.
- Minimum of two to three years relevant professional experience.
- Knowledge of basic web CMS.
- Excellent time and project management skills.
- Knowledge of prominent digital media platforms and management
- Excellent oral and written communication skills, particularly in copy writing and editing.
- Strong attention to detail and accuracy.
- Ability to work well with others and maintain professional manner using tact, initiative, good judgment, and confidentiality.
- Ability to organize multiple tasks and responsibilities while maintaining efficiency.
- Flexible schedule because night, weekend, and holiday work may be required.
- Knowledge of Adobe Suite preferred.

### **WORKING CONDITIONS**

This position requires long periods of standing, walking, or sitting; frequent stooping and bending. Must be in good physical condition and able to lift 20 pounds and push up to 50 pounds with the assistance of a cart on a regular basis.

**Interested parties can send a cover letter and resume using any one of these methods:**

Facsimile/FAX

Subject: **Marketing Coordinator**

Fax number: (210) 299-4118

or

Email

Subject: **Marketing Coordinator**

[info@briscoemuseum.org](mailto:info@briscoemuseum.org)