



Marketing Coordinator

The Wright Museum seeks a permanent, full-time, benefits-eligible Marketing Coordinator reporting to Director of External Affairs.

The Wright Museum is an equal opportunity employer and welcomes applicants without regard to ethnicity, gender identity, age, or sexual orientation.

About Us:

Founded in 1965, the Charles H. Wright Museum of African American History has for over half a century been a leading institution dedicated to the African American experience.

The Wright Museum houses over 35,000 artifacts and archival materials and is home to *And Still We Rise: Our Journey through African American History and Culture*, the museum's 22,000 square foot, interactive core exhibit, which is the largest single exhibition on African American history in existence. The *Ford Freedom Rotunda* and its 95-foot wide by 65-foot high glass dome; this architectural wonder is more than twice the width of the State of Michigan's Capitol dome and just one foot shy of the width of the U.S. Capitol dome. Our *Ring of Genealogy*, a 37-foot terrazzo tile creation by artist Hubert Massey surrounded by bronze nameplates of prominent African Americans in history. The Museum has the *General Motors Theater*, a 317-seat facility for live performances, film, and presentations. The Wright serves over half a million people annually through its exhibitions, programs, and events.

Our mission is to open minds and change lives through the exploration and celebration of African American history and culture.

Our vision is of a world in which the adversity and achievement of African American history inspires everyone toward greater understanding, acceptance, and unity!

Position Overview:

Under general direction of the Director of External Affairs, the Project Marketing Coordinator will facilitate strategic marketing plans for The Wright Museum and then ensure the implementation and execution of the various efforts associated with the marketing plan. Responsibilities include evaluating the results of various marketing campaigns, spearheading market research efforts, and coordinating initiatives across a variety of channels in support of the museum's signature events. Reporting to the Director of External Affairs, this position will work in collaboration with various museum departments, external entities, and appointed committees, supporting all departments within *The Wright* towards the achievement of consistent and effective timelines and processes.

Essential Functions:

- Create a production timeline and annual calendar for all events, exhibits, and activities
- Bridge communication gaps while creating cross-functional processes that expedite project delivery and drive collaboration with the stakeholders
- Enhance timely submission of needed support as well as accomplishment of specific tasks
- Support day-of-event marketing assistance (Photographers, Videographers, Interviews, etc.)

- Design, coordinate, and support the seamless execution of Museum signature events
- Deliver professional representation of the Museum while interfacing with clients, vendors, committees, and colleagues
- Ensure all details submitted, uphold *The Wright* Museum's customer service standards
- Support strategic departmental efforts to promote museum related activities and events
- Evaluate the impact of marketing programs in achieving their stated objectives, based on data-driven content (KPI's, Digital Analytics, Demographic content /Survey responses, etc.)

Qualifications

- Bachelor's Degree in appropriate field of study or equivalent work experience
- Proven work experience in project management, marketing and customer service
- Excellent written and verbal communication skills
- Solid organizational skills including attention to detail and multitasking
- Strong working knowledge of Microsoft Office
- Project Management Professional (PMP) certification is a plus

How to apply:

Application will only be accepted via our website thewright.org/jobs or HR@thewright.org
Interested candidates should submit (1) a resume and (2) a cover letter with salary requirements. Please no phone calls.