



## Marketing and Digital Media Coordinator

Status: Full Time, Non-Exempt  
Reports to: Executive Director  
Date Posted: September 2023  
Salary Range: \$40,000 plus benefits

### **SUMMARY:**

The Marketing and Digital Media Coordinator supports the internal and external messaging for the Katonah Museum of Art through the production of high-quality content that builds measurable audience engagement and brand recognition. The Coordinator is responsible for planning and implementing meaningful content across the Museum's external print and digital platforms including press releases, printed and e-newsletters, website, social media channels, email marketing, print and electronic advertising, press outlets, and other communications channels. They are also responsible for managing, updating, and editing content on the Museum's website.

### **DUTIES & RESPONSIBILITIES:**

- Develop, execute, and evaluate all marketing and publicity tactics including, but not limited to social media promotion, print and digital newsletters, and advertising.
- Manage KMA website: develop and implement editorial calendar and edit, update, and maintain site.
- Produce a weekly eblast to membership and email subscribers, promoting a busy calendar of Museum events as well as other email invitations to private events and trips. Coordinate with other Museum staff as needed.
- Secure media coverage for priority Museum initiatives including exhibitions, programs, and events.
- Author and distribute press releases and media alerts; maintain press and listings database, coordinate photography/videography of exhibitions and events.
- Identify opportunities for paid advertising and promotion and work with key stakeholders to create and edit related content.
- Collaborate with outside Public Relations Agency and other consultants as needed.
- Generate cross promotional support with community partners.
- Prepare and present marketing recap reports for all major exhibitions and events.
- Support and attend programs and events, including select nights and weekends.
- Create and monitor related budgets.

### **QUALIFICATIONS**

- Strategic thinker with excellent verbal, written, and project management skills
- Executional proficiency with editing, proofreading, layout and design, including knowledge of html, or CMS sites, Adobe Creative Suite, PowerPoint, Constant Contact, In Design
- Proficiency with Word, Excel, Outlook, and Network for Good
- Collegial team player; ability to work on multiple projects simultaneously
- Proven ability to creatively deploy resources to maximum effect
- Exceptional planning and project management skills

- Understanding of current trends in digital media/social media
- B.A. or M.A. in Marketing & Communications, Digital Media, Art History or related field. A minimum of two to three years of related experience at a non-profit institution or museum is recommended.

**EMPLOYMENT BENEFITS:**

The Museum offers a comprehensive roster of benefits including medical and dental insurance, retirement plan, paid holiday and vacation time, and remote work opportunities, among other benefits.

**APPLICATION:**

Interested candidates should submit a cover letter and CV to [jobs@katonahmuseum.org](mailto:jobs@katonahmuseum.org). Please include "Marketing and Digital Media Coordinator" in the subject line and indicate where you saw the job posted.

**ABOUT THE KATONAH MUSEUM OF ART:**

The Katonah Museum of Art is an equal opportunity employer and considers all candidates for employment regardless of race, color, gender, age, national origin, creed, disability, marital status, sexual orientation, or political affiliation. Applications from BIPOC, persons with disabilities, women, LGBTQ+, and other underrepresented applicants are encouraged.

**ABOUT KATONAH:**

About 50 miles north of New York City, on the Metro North Harlem Line, the KMA is located in Katonah, New York, a hamlet in the Town of Bedford with a rich historical past and a vibrant present. Katonah is a walkable residential town with main street vitality, a burgeoning gallery scene, and an abundance of community organized cultural programming. It is also home to the Caramoor Center for Music and the Arts and the John Jay Homestead, and is positioned as a gateway to the Hudson Valley serving as an anchor to the Tri-State arts region.