



425 North Los Angeles Street | Los Angeles, CA 90012 | TEL: 213 485-8484 | FAX: 213 485-0428 | www.camla.org

Marketing Communications Coordinator

The Friends of the Chinese American Museum, a 501c3 non-profit, seeks a dynamic and experienced individual to manage marketing and communications of the Chinese American Museum (CAM), a public museum of the City of Los Angeles.

Position Summary: The Marketing Communications Coordinator (MCC) plays an integral role in strengthening CAM's brand, and growing overall audience attendance and visibility. MCC is responsible for maintaining integrated, multi-platform communications and marketing programs, and will work closely with the Executive Director to develop and execute a new branding strategy to increase public recognition of CAM's exhibitions, programs and special initiatives. Under the direct supervision of the Executive Director, the MCC is a member of the museum's administrative team.

Status: Full Time Position

Salary: \$29,000 to \$38,000

Major Responsibilities:

Communications and Marketing

- Manage communications and marketing for CAM including website content, social media, branding, programming and strategic marketing collateral, and other event specific materials
- Coordinate the developing, writing and distributing of communications such as annual reports, e-blasts, printed newsletters and annual appeal letters, special initiative letters, promotional videos, and social media content
- Bring fresh, creative and innovative ideas to support and enhance existing programs, events, membership program, and CAM's annual signature fundraising event – Historymakers Awards Gala
- Collaborate with other senior staff to create and execute effective communication and marketing strategies to strengthen the CAM brand in all aspects of our work and with a variety of audiences
- Liaise and coordinate with our partners such as designers, printing shops and mailing houses on a regular basis
- Manage relationships with external designers and internal design request process
- Track and analyze CAM marketing and branding success and evolution
- Serve as lead staff person for online engagement initiatives and website redesign as needed, including concept and deployment strategy, identifying and contracting with appropriate vendors/partners, monitoring of portfolio budget, and producing evaluation materials

- Assist in the creation of new programming and events
- Supervise outside agencies, interns, freelancers and other vendors to maximize efficiency and productivity
- Train staff and volunteers on web-related tools and activities
- Keep up-to-date about product enhancements, innovations and trends

Public Relations:

- Write and distribute agency press releases in concert with ED and public relations volunteers
- Provide additional information to members of the press as appropriate
- Coordinate and produce press release events
- Foster effective and collaborative relationships with internal and external stakeholders
- Media stewardship

Education and qualifications

- Undergraduate degree required
- Experience in marketing/communications including social media and web technology
- Excellent critical thinking, problem solving, organizational, and computer skills (MS Office, etc.), as well as strong writing, proofreading, editing, and oral communication skills
- Proven ability to multitask, plan and meet deadlines under time constraints and work independently and collaboratively
- Design skills, user-experience strategy, best practices for effective website navigation structure and online trends
- Demonstrated ability to use open source and proprietary content management systems, experience with Wordpress preferred
- Proficiency with social media platforms and additional analytic tools
- Design experience (comfortable with the Adobe Creative Suite)
- Self-starter with a positive attitude. Comfort and ease working with uncertainty and ability to re-prioritize
- Cultural sensitivity to the Chinese and Asian American community
- Reading and writing competencies in Chinese are a plus

Other Requirements:

- Must possess a valid California driver's license and auto insurance coverage
- Access to an automobile

Applications and Inquiries:

Please send a resume and cover letter explaining your interest in the position, three relevant writing samples (brief), salary history and expectations, and one design sample (if applicable) to:
 Attn: Lucille Wang, Executive Director
 E-Mail to: lwang@camla.org