

Title: **Marketing Specialist**
Classification: Full-time, 80% - 100% FTE, non-exempt (32 to 40 hours/week)
Range: \$23.00 - \$25.00 hour plus benefits
Reports to: Director of Visitor Experience
Created: January 2026

Position Summary:

Under the supervision of the Director of Visitor Experience, this position is responsible for implementing the Museum's communications strategy through digital marketing, print collateral, and community outreach. The Specialist will manage editorial calendars for publications, social media, marketing, and development, and create written and visual content for each. This role will collaborate with leadership in all departments to support marketing, membership, fundraising, graphic design and events.

Specific Responsibilities:

- Develop and implement marketing strategies in collaboration with the communications team
- Coordinate the execution and tracking of communications across all platforms and mediums
- Coordinate paid advertising and track advertising budget with support from other members of the communications team
- Gather relevant data and recommend strategy to improve marketing and communication impacts
- Manage mailing lists and constituent records to assist effective communication segmentation using the Museum's customer relationship management (CRM) database (Blackbaud's Altru)
- Assist with content creation, distribution, and evaluation of newsletters and email campaigns
- Assist with donor and member communications, including direct mail and email campaigns.
- Design/create collateral/materials to support campaigns using virtual and print media (i.e., posters, web banners, infographics, etc.)
- Work closely with project managers to produce and deliver press releases and program-specific marketing collateral
- Document Museum operations and local natural history for use in communications by taking and soliciting photographs, compiling press mentions, and managing digital collateral assets
- Coordinate the Museum's active social media presence on multiple platforms and create content in collaboration with the communications team
- Assist in the management of content and other updates to the Museum's WordPress website
- Assist with identification, development, and acknowledgement of partners/sponsors (corporate and local businesses, and nonprofits)
- Expected occasional attendance and support of Museum special events, including those occurring in the evening and on weekends
- Provide general on-site support for the front of house on a rotating schedule
- Assist with other Museum needs and duties as assigned
- Represent the Museum in a professional, positive manner to all stakeholders
- Provide supervision, direction and coaching for associate-level staff, interns/docents, and or volunteers (as applicable)

Essential Requirements:

- Strong written and oral communication skills
- Experience working in promotional communications and digital marketing
- Highly adept in use of related software including Google Workspace, Adobe CC applications, MS Office, MailChimp (or similar email marketing service) and CRM databases (Blackbaud preferred)
- Adept in top social media platforms
- Experience designing marketing collateral
- Experience with web maintenance/design; experience with WordPress a plus
- Excellent organizational skills and capacity to shift project prioritization as needed.
- Valid driver's license, access to personal vehicle (mileage reimbursement provided), auto insurance that meets or exceeds CA minimum requirements
- Pass a background check
- Commitment to furthering the Museum's mission

Work Environment

- General office environment with work throughout the Museum's facilities and outdoors
- Hybrid work schedule available
- Significant computer and telephone work (repetitive movement – typing)
- Frequent sitting, standing, walking, bending, and climbing stairs with occasional lifting of light loads (25 lbs.)

The incumbent must be able to perform each requirement of the position as outlined in the job description. **Essential Requirements** are representative and are essential for satisfactory job performance. The **Work Environment** characteristics are representative of those that may be encountered while on the job. The Museum will make reasonable accommodations to enable individuals with disabilities to perform the essential functions of the position.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. The Museum values a diverse and inclusive workplace, so if you are excited about this role but your past experience doesn't align perfectly with all of the responsibilities, we encourage you to apply anyway. You may be just the right candidate for this or other opportunities.

To Apply: Interested candidates can apply by submitting a cover letter along with a detailed resume to: employment@santacruzmuseum.org with the subject line: **Marketing Specialist**. Applications will be accepted until February 28th, 2026.

Please direct questions relating to this position to Lucy Logsdon at employment@santacruzmuseum.org.