



Job Title: Marketing Coordinator

Reports To: Communications Manager

Status: On-Site, Full Time (40 hours per week)

Schedule: Monday – Friday (with some nights and weekends as needed)

Salary and Benefits: This is a full-time, hourly position at \$17-20. Full-time benefits include 3.75 hours of PTO earned per biweekly pay period, 3 hours of Care/Sick time earned per biweekly pay period, 4 paid holidays, Health Insurance (75% paid by museum for employee, 50% paid by museum for qualifying dependents), short/long term disability, life insurance, and Simple IRA with 3% match. At the beginning of the year (January 2026), 3 floating holidays are earned as well.

Summary: The Marketing Coordinator is a critical member of the Communications department at the Building for Kids Children's Museum, helping to tell the story of the BFK's mission and promote the museum's opportunities. This role will support several aspects of the museum's overall communications strategy including social media, website, and marketing campaigns.

Essential Duties & Responsibilities:

- Capture the museum's special events, programs, and daily operations through photography and video
- Partner with the Communications Manager to coordinate the museum's social media efforts by creating and scheduling content
- Maintain the museum's website to ensure content is current, accurate, and engaging
- Assist with utilizing and managing paid digital ads to drive online traffic to the museum's website
- Support the creation of print materials and graphic design
- Attend outreach events to promote opportunities at the Building for Kids
- Evaluate trends, emerging technologies, and analytics to educate the museum's marketing strategies
- Other duties as assigned

Core Competencies & Experience:

- Excellent written and verbal communication skills
- Photography and videography experience
- Knowledge of social media platforms
- Proficient in using graphic design tools such as Adobe or Canva
- Experience with Word Press is a plus
- Available to work some evenings or weekends as needed

To Apply: Please submit resume and cover letter to Mandy Barlow, Communications Manager at mbarlow@buildingforkids.org.

Empowered children. • Engaged parents. • Energized communities.

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