



Marketing & Communications Manager

Position Type: Part time, 20 hours per week, non-exempt

Location: Hybrid; mostly remote, however, should be able to attend occasional in-person meetings or events in San Antonio, TX

Salary Range: \$25,000-30,000

Benefits: Eligible

Reports to: Executive Director

Dates of Service: This is a one-year grant-funded position. Extensions will be determined by funding.

The Marketing & Communications Manager executes marketing and communications initiatives to build awareness, reach and grow MACRI's audiences, and promote the organization. The marketing and communications manager is a proactive, responsive, and detail-oriented individual who manages MACRI's day-to-day media and public relations efforts, promotes MACRI's events and programs, maintains MACRI's social media channels, and updates the website as needed.

Duties & Responsibilities

- Create and implement media relations outreach and follow-up strategies
- Maintain and strengthen relationships with members of local and national media outlets with a focus on diversifying both our media and audiences
- Keep apprised of MACRI's activities, as well as topics and trends in local, national, and international media to develop relevant story ideas
- Write, produce, and distribute press releases, advisories, image galleries, calendars, and other materials for media
- Coordinate institutional review and distribution of media materials
- Fulfill media requests for images, interviews, and information
- Serve as backup spokesperson for the organization
- Secure image rights for images used for press, website, social media, and additional museum materials, as needed
- Track media output and maintain media clip files
- Plans and executes advertising, media relations, digital communications, and other promotions
- Create images and content for MACRI's social media platforms (Facebook, Instagram, Twitter, and YouTube)
- Collaborate with staff to plan, schedule, and edit monthly e-newsletter (MailChimp)
- Develop content and plans for advertisements, press coverage, web content, and other promotional materials in a timely manner
- Maintain and safeguard brand voice and message strategy across networks
- Research, build, cultivate, and engage with digital audiences around Mexican American civil rights history topics
- Update website program calendar (currently Wix based, likely moving to WordPress)
- Maintain timely and accurate social media statistics, and prepare dashboards and reports as needed
- Collect and administer surveys to track visitor engagement and satisfaction
- Assist Program Manager with virtual program logistics and provide event support as needed
- Promote MACRI's mission, collections, research, exhibitions, events, programs, and initiatives through both organic and paid social media

- Participate in the development of ongoing strategy for MACRI's social channels
- Perform other duties and tasks as assigned

Qualifications

- Bachelor's degree (preferred) or any combination of education, training, and experience providing the required knowledge, skills, and abilities to perform the job's essential functions.
- Strong verbal, communication, writing, editing and proofreading skills.
- Proficiency with basic tools of graphic design, Web publishing, and content management
- Experience using apps like Buffer and social media platforms to schedule and deliver educational content
- Experience with Facebook Live, Instagram Reels, etc.
- Experience communicating with and building target audiences, and promoting related content through digital platforms
- Strong commitment to equity and accessibility
- Knowledge of public history communication culture, digital history practices, strong teamwork skills, familiarity with audience research and outreach, and/or more advanced experience producing digital content for audience-building, marketing, and educational purposes is preferred
- Knowledge of Mexican American civil rights history is beneficial but not essential
- Ability to take initiative and work independently as well as collaboratively.
- Interest in the organization's mission and supporting our community.
- Proficiency with computers and internet applications, particularly Google products.
- Experience with MS Office applications such as Excel, Word, and PowerPoint.
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How to Apply:

Interested applicants should submit the following addressed to the Executive Director at info@somosmacri.org

- 1) a cover letter explaining relevant experience and interest in the position
- 2) a resume
- 3) two marketing/communications-related work samples
- 4) two to three references that can be contacted to speak to your marketing/communications work experience

Please be advised that all final job offers at MACRI are contingent on a background check.

About MACRI

Launched in 2019, the Mexican American Civil Rights Institute (MACRI) is an emerging national museum and archive dedicated to preserving and disseminating Mexican American civil rights history. Based in San Antonio, Texas, we have an ambitious plan to shine a national spotlight on San Antonio as a national destination to learn about Mexican American civil rights history, including not only our rich local history as the birthplace of many significant Mexican American civil rights organizations and leaders, but also the larger national story of Mexican American civil rights endeavors across the Southwest, the Pacific Northwest, the Midwest, the New South, and beyond. We plan to grow MACRI into a national center housing significant historical archives and collections, preserving the legacy of Mexican American civil rights endeavors for generations to come, and offering an unparalleled opportunity for the public to learn about this vital history.