



Museum of Science & History  
JACKSONVILLE • FLORIDA

## CREATIVE COORDINATOR POSITION DESCRIPTION

**DEPARTMENT:** MARKETING  
**IMMEDIATE SUPERVISOR:** DIRECTOR OF COMMUNICATIONS & MARKETING  
**STATUS:** EXEMPT  
**HOURS:** 40 HRS. /WEEK

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### POSITION PURPOSE:

The Creative Coordinator is responsible for all graphic design needs for the Museum. Other job components include print trafficking, expanding social media presence, assisting with online marketing, managing the website and meeting the Museum's emerging electronic design needs.

### DUTIES AND RESPONSIBILITIES:

- Promote and strengthen the MOSH and Bryan-Gooding Planetarium brands through the creation of ads, brochures, rack cards, fliers, postcards, invitations, e-blasts, e-newsletters and other collateral
- Write and edit copy for Museum collateral, advertising and social media to ensure consistency with the Museum's voice and brand standards
- Serve as an integral member of the Exhibit Committee to create text panels to enhance interpretation within Museum exhibits therefore enhancing visitor experience
- Serve as an integral member of the Program Committee to stay abreast of program plans, create supporting marketing materials, and ensure that website, social media, community calendars, etc. are continually updated
- Manage print trafficking; work with vendors to negotiate the best price and quality
- Serve as the Museum's webmaster to oversee and implement continual updates and freshness of website; ensure content is always current
- Record and maintain website traffic
- Ensure that MOSH website interfaces with Museum's data management and point of sale system (Altru)
- Develop and maintain the Museum's marketing brand and communicates brand style guide annually to staff
- Serves as staff photographer; organize photos so they can be quickly accessed for promotional use; send images to media as requested
- Expand the Museum's social media presence; make timely updates
- Serve as lead for Museum's evolving electronic design needs
- Perform other related duties as required

### QUALIFICATIONS:

The desired candidate will possess 2+ years experience in a similar role. A great portfolio and attitude are a must. Candidate must be able to handle multiple projects simultaneously, prioritize jobs to meet deadlines and effectively communicate. Must be able to conceptualize an idea and execute the design,

accurately and quickly while under tight deadlines and have a working knowledge of interactive design and web development. Candidate should have basic understanding of the world of Marketing, including social media and the latest in Internet technology and trends.

#### ***EDUCATION AND EXPERIENCE***

Requires a bachelor's degree in graphic design, public relations, marketing or a related field and must possess a minimum of 2 years experience.

#### ***SKILLS & ABILITIES***

- Proficient knowledge of Adobe Creative Suite
- Experience in website maintenance, CSS, HTML, and content management systems such as wordpress
- Great communication skills, written and verbal
- Strict attention to detail
- Fast, flexible and versatile
- Professional, self-motivated
- Team player
- Exceptionally organized
- Solution-oriented
- Positive attitude

#### **TIME COMMITMENT:**

Hours are generally Monday-Friday, between 8:30 a.m. to 5 p.m. After-hours and weekend work may be required.

#### **DISCLAIMER:**

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

#### **Equal Employment Opportunity:**

MOSH provides equal employment opportunities for all applicants and employees. We do not unlawfully discriminate on the basis of race, color, creed, ancestry, medical condition, religion, sex, national origin, age, disability, veteran status, marital status, sexual preference or any other basis prohibited by federal or state law or local ordinance applicable to our work locations. We also make reasonable accommodations for disabled employees if we are aware of the need for accommodation and if the requested accommodation does not cause undue hardship as interpreted from the ADA/ADAAA.

This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social and recreational programs.

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**ACKNOWLEDGMENT**

I have read and understand the above job description. If the description is altered, I will be presented with an updated copy to sign which I will keep a copy and one copy will go into my personnel file.

\_\_\_\_\_  
Employee (Print Name)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee (Signature)