



PT Marketing & Content Associate

Job Summary:

The Children's Museum is looking for a creative and organized **Part-Time Marketing & Content Associate** to help grow our brand, engage our community, and support day-to-day marketing efforts through content creation, social media, email, and campaign support.

Key Responsibilities:

Content & Social Media

- Create and schedule content for social media (Instagram, Facebook, TikTok)
- Capture content (photos/videos) and edit short-form video for reels/stories
- Write on-brand captions, event promos, and community engagement posts
- Support monthly content calendars and campaign planning
- Monitor comments/messages and respond or route as appropriate

Email & Website Support

- Assist with email newsletters and event promotions
- Update website content such as event listings, blog posts, or announcements
- Ensure content is accurate, timely, and aligned with brand standards

Campaign & Event Marketing

- Support marketing for programs/events—before, during, and after
- Coordinate promotional assets (flyers, signage, graphics) with internal teams or vendors
- Help track marketing results (engagement, reach, click-throughs, ticket sales, etc.)

Administrative & Team Support

- Maintain shared folders/asset libraries and basic content organization
- Assist with light reporting, audience insights, and marketing metrics
- Collaborate with staff across departments to gather information and content ideas

What We're Looking For:

- Strong writing skills and attention to detail
- Comfortable creating content for social media (especially short-form video)
- Ability to manage multiple tasks and meet deadlines in a fast-paced environment
- Friendly, professional communication style
- Familiarity with Canva and basic graphic/content design
- Basic understanding of social media trends and platform best practices
- Availability to work occasional weekends/evenings for events (as needed)
- Experience working with nonprofits, museums, education, tourism, or community orgs a plus

Qualifications:

- High school diploma required; advanced college coursework or degree in marketing/communications preferred
- 1+ year experience in marketing, communications, content creation, or similar (can include internships, freelance, or student work)
- Portfolio or examples of content is required for application

Working Conditions:

- Part-time, 20 hours per week.
- Reports to the Chief Fundraising Officer.
- May require occasional evening or weekend hours for events or special programs.
- Be able to lift 20 pounds.

What We Offer:

- A fun and mission-driven work environment.
- Opportunities to make a meaningful impact in the lives of children and families.

To Apply:

Submit your resume, a cover letter, and a design portfolio to kari@swlakids.org.