The Menil Collection
Employment Opportunity

Title: Digital Marketing and Advertising Coordinator (or Manager)

Department: External Affairs / Communications

Reports to: Assistant Director of Communications

Status: Full-time

General Responsibilities

The Digital Marketing and Advertising Coordinator (or Manager) is responsible for the museum’s marketing and communications strategy, including comprehensive planning for the Menil’s various channels (website, email, social media), promotional partnerships, and advertising. This role will collaborate with numerous departments to create content, managing the process from start to finish. The Digital Marketing and Advertising Coordinator (or Manager) is expected to actively contribute to the development of new ideas and create polished deliverables.

Specific Duties

1. Assist with the development of marketing and communications plans, working across departments.
2. Collaborate closely with the website team to ensure the web experience is optimized across platforms and audiences.
3. Track performance using Google Analytics for web and reporting per platform, adjusting plans accordingly.
4. Daily maintenance and execution of social media, website updates, and email promotions. Monitor and manage all channels.
5. Manage Google, TripAdvisor, and Yelp profiles, including posting holiday hours, ensuring accurate and up-to-date information for museum buildings, and the bookstore.
6. Manage paid advertising on social media, Google Search, in print, and for online publications. Project manage advertising deadlines, specs, and relationships with advertising representatives. Coordinate deadlines and artwork with Graphic Designer.
7. Create and execute plans for video and photography for communications. Oversee logistics of both film and photo shoots, serving as the primary liaison with contractors.
8. Manage photo and video requests on behalf of the museum, overseeing and coordinating shoots as needed.
9. Properly code, track, and submit invoices as needed.
10. Assist with tracking and reporting press coverage.
11. Responsible for other duties as assigned.

Qualifications

1. Bachelor’s degree in a subject relevant to this role required.
2. 1–3 + years of marketing of public relations experience. Title and compensation based on experience.
4. General knowledge of art history is preferred.
5. Graphic design experience is a plus.
6. Must be a team player, able to work within tight deadlines on multiple projects in a fast-paced environment.
7. Ability to prioritize and work independently.
8. Excellent organizational skills.

**How to apply**

For immediate consideration, please email your resume and cover letter to hr@menil.org. You also have the option of forwarding your application materials via postal mail to:

Human Resources Department
The Menil Collection
1511 Branard Street
Houston, Texas 77006

The Menil Collection is an Equal Opportunity Employer and seeks diversity in its workforce. The Menil is committed to attracting, retaining, developing, and promoting the most qualified employees without regard to race, color, religion, sex, age, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.