



VULCAN PARK FOUNDATION

Job Description

Title: MARKETING & SOCIAL MEDIA COORDINATOR
Exempt/Non-Exempt: NON-EXEMPT
Job Type: PART-TIME (20 to 30 hours per week)
Reports to: DIRECTOR OF MARKETING & PUBLIC RELATIONS

General Position Summary:

Vulcan Park & Museum (VPM), Birmingham's iconic symbol and a nationally recognized historic site, seeks a dynamic and creative **Marketing & Social Media Coordinator** to support the Museum's strategic marketing, brand awareness, and public engagement efforts. This position plays a vital role in shaping VPM's digital presence, growing audience reach and engagement, visitation, and enhancing the visibility of exhibitions, events, educational programming, membership, and fundraising initiatives.

The ideal candidate is an enthusiastic storyteller, detail-oriented project manager, and visual communicator with a passion for cultural institutions and a strong grasp of content strategy and analytics.

Essential Functions & Major Responsibilities:

1. Social Media Strategy & Management

- Plan, create, and schedule engaging content across all social media platforms (Instagram, Facebook, X, LinkedIn, TikTok, and YouTube).
- Develop and implement monthly social media calendars in alignment with VPM's programming, campaigns, and organizational goals.
- Monitor channels daily for comments, messages, and tags; engage with the community using VPM's brand voice and tone.
- Track performance metrics and generate quarterly analytics reports; recommend data-driven strategies to improve engagement and reach.
- Coordinate social media collaborations, contests, and influencer partnerships to support marketing campaigns.

2. Marketing & Communications Support

- Assist in developing and executing integrated marketing campaigns to promote exhibitions, events, and community programs.
- Assist in creating and distributing email marketing campaigns, newsletters, and e-blasts using Mailchimp.
- Contribute to the production of printed materials, advertisements, signage, and promotional items in coordination internally with the Director, and externally with partners and vendors.
- Draft compelling copy for marketing collateral, social media posts, event listings, website updates, and press materials.
- Ensure all marketing content aligns with Vulcan Park & Museum's visual identity and messaging guidelines.

3. Photography, Video, and Content Creation

- Manage VPM's social media presence and explore creative ways to share stories and behind-the-scenes content.
- Capture high-quality photos and short videos at events, programs, and on the park grounds to use across marketing platforms.
- Maintain and organize the museum's digital asset library (photos, logos, templates, videos).

4. Website Maintenance & SEO

- Update website content regularly (event pages, banners, announcements, blog posts) using WordPress.

5. Event Support & Cross-Departmental Collaboration

- Create and capture content during events and programs on and off-site.
- Collaborate with the Development, Education, and Visitor Services teams to promote donor initiatives, school group programming, membership, and gift shop sales.
- Serve as a brand ambassador at internal and external community outreach events.



6. Mascot

- Coordinate and manage all appearances for Vulcan Park & Museum's mascots, V and Vesta, at community events and internal programs.
- Manage mascot booking requests, schedules, and logistics.
- Oversee the scheduling and communication with actors portraying V and Vesta to ensure consistency, professionalism, and alignment with VPM's mission.
- Maintain the condition and presentation of mascot costumes, including regular cleaning, repairs, and storage.
- Ensure mascot appearances align with VPM's mission and brand standards, providing a positive and engaging visitor experience.
- Serve as primary point of contact for mascot-related inquiries and represent the mascots' presence in marketing promotions and social media content.

Required Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Digital Media, or a related field.
- 1–3 years of professional experience in marketing, social media, or communications (preferably in a nonprofit, museum, cultural, or tourism environment).
- Proficiency with social media platforms and scheduling tools (e.g., Meta Business Suite, Buffer, Hootsuite).
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact) and website content management systems (e.g., WordPress).
- Familiarity with Adobe Creative Suite (Photoshop, Illustrator, InDesign) and/or Canva.
- Excellent written and verbal communication skills; strong storytelling and copywriting abilities.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Eye for detail, branding, and aesthetics.
- Availability to work occasional evenings, weekends, and holidays for special events.

Preferred Qualifications & Key Skills:

- Strong planning, organizational, and project management abilities
- Excellent written and verbal communication skills
- Strong interpersonal skills with the ability to work collaboratively across departments and with diverse audiences
- Keen eye for design, visual quality, and attention to detail



- Proficiency in commonly used software and digital tools, including Microsoft Office and content management systems
- Photography/Videography experience is strongly preferred
- Ability to prioritize tasks, manage shifting deadlines, and remain flexible
- Knowledge and experience with Social Media Analytics and best practices to measure campaign performance and inform strategy.
- Passion for local history, arts, and community engagement

Job Scope:

Performs duties under general supervision when operating from established directions and instructions. Independent decision-making and negotiating are required. Many decisions are made within general company policy constraints or with direction from supervisor.

Supervisor Responsibility: No direct supervision. Indirect supervision of support services providers and volunteers/interns, e.g., vendors, photographers/videographers, etc.

Job Conditions:

This position requires the individual to work independently and/or collaboratively with others, attend some evening/weekend/holiday events, and manage multiple concurrent tasks. Other work conditions may include working with office equipment and working outdoors.

Compensation: \$18 to \$21 per hour, depending on experience

Schedule: Part-time, 20 to 30 hours per week

Benefits:

- Employee discount
- Flexible schedule

Work Location: In-person, with optional remote work

How To Apply:

Email your resume for consideration to sbaker@visitvulcan.com