



VULCAN PARK FOUNDATION

Job Description

Title:	MARKETING & SOCIAL MEDIA COORDINATOR
Exempt/Non-Exempt:	EXEMPT
Job Type:	FULL-TIME
Pay Grade:	SALARIED
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 hands-on, onsite Marketing & Social Media Coordinator to join our team. This role is a key member of the Marketing Department, working closely with staff across the organization to enhance Vulcan's visibility, deepen community engagement, and share the museum's story with the public.

Essential Functions & Major Responsibilities:

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.

Website Maintenance & SEO

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

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).

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.

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.

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.

Salary Range: \$41,000 – \$43,000 annually, commensurate with experience and qualifications.

How To Apply:

Email your resume for consideration to sbaker@visitvulcan.com