



**TITLE: PROGRAMMING & CONTENT COORDINATOR**

**CLASSIFICATION: 40 HRS./WEEK - SALARIED  
REQUIRES SOME NIGHT & WEEKEND WORK**

**TO APPLY, PLEASE SUBMIT A RESUME AND COVER LETTER TO JO MCCOY (JMCCOY@STUDEBAKERMUSEUM.ORG)**

### **DUTIES & RESPONSIBILITIES**

- **PROGRAMMING**

- Role includes primary responsibility for the Museum Program strategy and execution.
  - Creates annual schedule of programs and events offered by the Museum.
    - Strategically identifies options for programming growth that enhances how the Museum fulfills its mission.
  - Drive Program Revenue Generation
    - Seeks sponsors to support programming.
    - Set program pricing to ensure department meets budget goals.
  - While the Museum seeks to drive revenue through programming, coordinator will also need to balance our commitment to access to the Museum programs.
- Coordinates programming schedule with relevant staff members and constituents to ensure successful execution of programs and events.
- Serves leadership role in implementation and execution of the annual Concours d'Elegance at Copshaholm event.
  - Primary responsibility for organizing programming at the event.
  - Responsibility for choreographing event schedule, organizing multiple aspects of the event to ensure a successful event.
  - Assist with vehicle selection process.

- **OUTREACH**

- Works to develop strategic relationships with community partners in furtherance of the Museum's Strategic Plan.

- **GENERATE MISSION-DRIVEN DIGITAL CONTENT**

- Create mission-driven digital content for social media channels including Facebook, Instagram, Twitter, TikTok, and YouTube.
  - Work with Curatorial team to record and edit video content.
  - Generate mission-driven and themed social platform content.
- Lead content generation for Museum Blog.
- Coordinate management and assessment of platform growth and success with Communications Coordinator.

- **MISCELLANEOUS DUTIES**

- Participate in website management team to ensure website is functioning, up to date, and accurate.
- Assist with events, programs, and strategic priorities at the Museum as assigned.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**REQUIRED QUALIFICATIONS:**

- High School Diploma
- Strong written and verbal communication skills.
- Experience generating content for digital media channels.
- Experience planning events and programs.
- Strong written and verbal communication skills.

**PREFERRED QUALIFICATIONS:**

- Experience developing and implementing events in a leadership role.
- Experience with Adobe Creative Suite.
- Experience using Sprout Social or similar management platform.
- Experience with WordPress or related website platform.