



## **Part-Time Marketing & Public Relations Manager San Jose Museum of Quilts & Textiles**

San Jose Museum of Quilts & Textiles is seeking a part-time Marketing & Public Relations Manager with solid marketing skills.

San Jose Museum of Quilts & Textiles (SJMQT) is a forward-looking and innovative museum located in downtown San Jose, at the heart of Silicon Valley. The mission of SJMQT is to share and celebrate the art and culture of textiles. The museum presents dynamic exhibitions and interactive public programs, which explore the role of textiles in contemporary global culture, and evolution of the textile arts in the Bay Area and greater California. The museum is committed to Diversity, Equity, Access, and Inclusion in all its work. As a cultural institution, the SJMQT strives to create a workplace that is respectful, thoughtful, and welcoming for all staff, visitors, and stakeholders.

This position's primary objective is to elevate the public's awareness of the San Jose Museum of Quilts & Textiles and position the museum's offerings in ways that resonate with museum audiences.

The successful candidate will work closely with the Director, Social Media Manager and museum team to play an integral role in amplifying the museum's messaging to its audience and community.

This position (20 hours a week) requires computer access to reliable high-speed internet connection in the event of working from home and may require working flexible hours, including occasional nights and weekends. Salary is commensurate with experience. For tax reasons, this role requires residency in the United States.

*San Jose Museum of Quilts & Textiles is an equal opportunity employer.*

Send resume, letter of interest, 2 recommendations and a writing sample to [Careers@SJQuiltMuseum.org](mailto:Careers@SJQuiltMuseum.org). Applications will be accepted until position is filled.

## **RESPONSIBILITIES**

- Establish and manage workflow, delivering long-term projects while being responsive to short-term needs
- Create, plan, and execute marketing campaigns across all channels that successfully grow museum admission, membership, event attendance, and program registration
- Oversees and supports execution of earned and paid media strategy
- Serves as the marketing project manager and manages interdepartmental projects to make sure that all parties are on track with project requirements, deadlines and schedules
- Drafts copy, and edits/proofreads copy created by Museum content creators to ensure consistent tone and voice

## **SKILLS AND QUALIFICATIONS**

- Bachelor's degree in Public Relations, Journalism, English, Communications; Marketing with a PR; Advertising concentration or equivalent work experience, ideally within the arts and culture industry
- Creative thinker with the ability to work both independently and collaboratively within a team and across departments
- Strong copy writing skills, ability to consistently convey SJMQT messaging across platforms and audiences
- Project management experience and familiarity with project management software such as Asana
- Basic design and layout skills
- Photography and photo/video editing skills
- Experience using an email system such as MailChimp or ActiveCampaign, with lists, segments, and tags
- Experience with Google Analytics, web content management systems, and a basic understanding of HTML
- Strong professional relationships in the media industry across the Bay Area
- Participate in a work environment that is productive, engaging, and supportive
- Commitment to the museum's mission including DEAI