

MINNESOTA LANDMARKS JOB DESCRIPTION

Effective Date: 4/2026

PR & SOCIAL MEDIA COORDINATOR (Part time, 20 hours/week)

The PR & Social Media Coordinator is a vital role that will have a strong presence in the communication and marketing of the public cultural programs, events and general awareness of all that is offered at Landmark Center, as well as the building as a whole.

The position is part-time, 20 hours per week, with some anticipated evening and weekend hours. Minnesota Landmarks is an in-person, onsite office but there may be opportunities for remote work with this position.

The PR & Social Media Coordinator will report directly to the Community Programs Director but will also work with the entire program team, Events Department and the Minnesota Landmarks Building Events Committee. This position will work closely with the Community Programs Manager and Community Programs & Marketing Associate. The position will be responsible for handling public relations and media outreach, providing input and expertise on strategic marketing initiatives, as well as collaborating with staff to manage Landmark Center's social media accounts. The PR & Social Media Coordinator will:

- I. Public Relations and Media Outreach:
 - A. Develop and execute media and public relations strategies to build and maintain a positive public image of Landmark Center.
 - B. Cultivate and maintain relationships with local media contacts, pitch stories, and manage media inquiries.
 - C. Update, expand and maintain the media contacts list.
 - D. Write press releases, create media kits, and other promotional materials, ensuring consistent messaging.
 - E. Manage the execution of PR campaigns, including media outreach. Monitor and analyze campaign performance, adjusting strategies as needed to optimize results.
 - F. Connect with the community through various channels to build relationships and promote the organization's mission and values.
 - G. Work with the Community Programs Director to oversee the marketing budget and analyze expenses for media outreach and advertising.
- II. Administer Landmark Center's Social Media Accounts (in conjunction with the Community Programs Director and Community Programs Manager):
 - A. Utilize social media platforms to expand reach, build brand awareness, and engage with the public.
 - B. Develop and implement social media strategies aligned with Landmark Center's goals.
 - C. Create and curate engaging content across various social media platforms.
 - D. Interact with followers, respond to comments, foster a positive online community presence and increase account followers.
 - E. Plan, launch, and manage social media campaigns, including advertising and promotions.
 - F. Track key metrics, analyze engagement data, and optimize strategies based on insights.
 - G. Maintain a consistent brand image and voice across all social media channels.
 - H. Stay informed and educated on the latest social media trends, technologies, and best practices.
 - I. Work with all Minnesota Landmarks departments, such as programs, events, and building maintenance, to achieve shared goals.
 - J. Attend a variety of Landmark Center public events to gather video and photography content.
- III. Strategic Marketing Planning:
 - A. Assist the Executive Director, Community Programs Director and Community Programs Manager with creating marketing initiatives and goals.
 - B. Help with market research, including identifying new target audiences.

C. Analyze current marketing efforts including social media and PR outcomes.

IV. Other duties as assigned, including but not limited to:

A. Occasionally attend the Building Events Committee of the Board meetings with departmental managers and Community Programs Director.

Preferred Requirements:

- Three to four years of experience with marketing, social media, public relations and communications
- At least two years of nonprofit experience
- Creative! Ability to develop innovative and engaging content and ideas
- Demonstrated detail oriented; reliable; excellent follow-through
- Able to take direction, instruction, and constructive critique; willingness to learn
- Ability to self-direct and problem solve
- Able to speak confidently and professionally via telephone and in-person with a wide variety of individuals
- Exceptional, professional oral and written communication skills
- Proficient knowledge of Microsoft Office Suite software
- Able to remain flexible when plans, directives, or objectives change on short notice
- Able to work evening and weekend hours as event schedule dictates
- Comfortable working with diverse community partners and making all feel welcome and accepted at Landmark Center

Physical Requirements:

- Ability to read, write, speak and understand English
- Ability to be on the move for two - three hours at a time

Strongly Preferred:

- Working knowledge with the following programs: Facebook, Instagram, YouTube, TikTok, and other social media platforms
- Demonstrated experience in public speaking
- Demonstrated familiarity with the Twin Cities arts and culture environment
- Experience and/or interest in history interpretation

Pluses:

- Familiarity with InDesign, Photoshop, Illustrator, WordPress, and MailChimp a plus
- Experience with graphic design

Salary range: \$26 - \$28 hourly (\$27,000 - \$29,000 part-time annual) depending on qualifications

Competitive benefits package including health, dental, retirement and vacation commensurate with a part time position.

***Position open until filled. To apply, applicants must submit both a cover letter and resume to Minnesota Landmarks (eseeley@landmarkcenter.org).**