

# NEW YORK TRANSIT MUSEUM

**POSTING DATE:** January 30<sup>th</sup>, 2025

**DEADLINE:** Tuesday, February 18<sup>th</sup>, 2025

**JOB TITLE:** Marketing Coordinator

**LOCATION:** New York Transit Museum, Brooklyn, NY

**SALARY:** \$50,000 - \$55,000 per year

**HOURS:** Monday - Friday, 9am to 5pm. Occasional evening or weekend work required.

## **OVERVIEW:**

The New York Transit Museum is seeking a creative, passionate and strategic Marketing Coordinator to join our Marketing Department. The Coordinator will play a central role in planning, writing and supporting marketing efforts to grow and engage our audiences.

A passion for storytelling, exceptional writing, editing, and content production skills, and knowledge of website management and e-newsletter marketing are essential; interest in the history of mass transit and related past work experience are a plus.

## **RESPONSIBILITIES:**

- **Develop and Execute Marketing Plans:** Assist with marketing initiatives that align with the Museum's mission to generate attendance, revenue, and brand awareness for the New York Transit Museum and New York Transit Museum Store.
- **Content Creation:** Write, design, and produce promotional materials
- **E-Newsletter Marketing:** Manage the Museum's email marketing campaigns through Mailchimp, including writing, designing, and strategizing on content to engage audiences. Develop initiatives to grow the mailing list and analyze campaign performance to inform future efforts.
- **Website Development:** Create new content for nytransitmuseum.org, maintain pages with current information on exhibits and programs, and work with a contracted web developer to make major design changes.
- **Audience Engagement:** Analyze visitor demographics and develop targeted strategies to attract diverse audiences, including families, locals, and tourists.
- **Public Relations Support:** Assist with media outreach, including press-related photo and film shoots, supervision of interviews with Museum staff, and submitting calendar listings to relevant press and media outlets for programs.
- **Partnerships and Sponsorships:** Support the Museum's efforts to secure and manage partnerships, media sponsorships, and collaborations with institutions and influencers.
- **Google Suite Management:** Manage the Museum's Google Suite for Non-Profits, including a \$10,000 Google AdWords grant, to maximize online visibility and engagement.
- **Collaborate Across Departments:** Work closely with curatorial, education, and visitor experience teams to align marketing strategies with institutional goals and initiatives.
- **Social Media Advertising:** Assist with the design and modernization of Facebook and Instagram advertising campaigns to optimize reach and engagement.
- **Photography/Videography:** Capture high-quality photos and videos for use in

- promotional materials and social media.
- Community Outreach: Develop and maintain relationships with local organizations to increase awareness and engagement with the Museum's offerings.
- Additionally, the position will work on the conclusion of an IMLS audience building grant.

**QUALIFICATIONS:**

- Bachelor's degree in communications, marketing or related disciplines
- Minimum of 2 years related work experience

**DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- Exceptional writing, editing and content production skills are essential
- Preference given to candidates with web design experience, especially within Wordpress CMS
- Interest in the history of New York and mass transit are a plus

**Qualified individuals interested in this position must apply via e-mail.** Resume, cover letter and two writing samples should be sent as .pdf to Chelsea Newburg, PR & Marketing Manager at [chelsea.newburg@nyct.com](mailto:chelsea.newburg@nyct.com). Specify subject as Marketing Coordinator. Due to the high volume of applicants, only those who qualify for an interview will be contacted. No calls, please.

**ABOUT THE NEW YORK TRANSIT MUSEUM:**

Founded in 1976, the New York Transit Museum is dedicated to telling and preserving the stories of mass transportation – extraordinary engineering feats, workers who labored in the tunnels over 100 years ago, communities that were drastically transformed, and the ever-evolving technology, design, and ridership of a system that runs 24 hours a day, every day of the year. Housed underground in an authentic 1936 subway station in downtown Brooklyn, the Transit Museum's working platform level spans a full city block, is home to a rotating selection of 20 vintage subway and elevated cars dating back to 1904.

The Marketing Coordinator position is employed by the Museum's nonprofit affiliate, Friends of the New York Transit Museum. Friends of the New York Transit Museum is fully committed to equal employment opportunity for all employees and applicants for employment without regard to race, color, religion, creed, national origin, ancestry, sex, sexual orientation, age, disability, predisposing genetic characteristic, gender identity and expression, pregnancy, veteran or military status, marital/familial/partnership/caregiver status, status as a victim of domestic violence or stalking and/or sex offenses, or any legally protected basis. Friends of the New York Transit Museum welcomes and encourages qualified candidates from all backgrounds to apply.