

## Social Media & Marketing Manager

The Nido & Mariana Qubein Children's Museum is a vibrant, hands-on space where children actively explore, create, and learn through purposeful play and engaging experiences. We're deeply rooted in the High Point community and proud to be a place where families explore, learn, and grow together. We're looking for an experienced strategic, creative and detail-oriented Social Media & Marketing Manager to join our team part-time. This role is essential in helping us share the museum's work with the public, grow our online presence, and build strong connections with families, educators, and community partners.

### Position Summary

The Social Media & Marketing Manager will be responsible for developing and executing engaging marketing content across all platforms, with a primary focus on social media. This role is ideal for someone with strong communication skills, visual storytelling ability, and a genuine interest in connecting with families, educators, and community partners. Before publishing content, this team member will need to take time to gain a strong understanding of the museum's mission, programs, and day-to-day operations. This includes learning not just what we do, but why we do it—ensuring that all messaging is thoughtful, accurate, and aligned with the museum's purpose, tone, and values.

### Qualifications

3-5 years experience in social media, marketing, or communications.

Strong writing, editing, and visual storytelling skills.

Must be able to work independently while collaborating with a small team, with the understanding that all content—including social media posts—requires approval from museum directors prior to publishing to ensure messaging aligns with our values and brand.

Familiarity with tools like Canva, Meta Business Suite, Constant Contact (or similar platforms).

Basic graphic design and photo/video editing skills.

Understanding of brand voice and content approval processes.

### Schedule

This is a part-time, on-site position working about 24 hours a week. Remote work is not available. While we offer flexibility in setting your weekly schedule, it must remain consistent (between and fall within the museum's operating hours: Tuesday–Saturday, 9 a.m.–5 p.m., and Sunday, 1 –5 p.m. Occasional availability for special events, including evenings or weekends, is required.

### Key Responsibilities

Develop, write, and schedule engaging content for Facebook, Instagram, and other relevant platforms and our email newsletter to members and donors.

Create and manage monthly content calendars aligned with museum events and promotions.

Coordinate photography and video content during museum programs and events

Maintain brand consistency across all marketing channels.

Collaborate with museum staff to highlight exhibits, upcoming events, educational programs, and community initiatives.

Design and distribute simple digital and print marketing materials (e.g., flyers, email newsletters).

Help coordinate and secure advertising placements in local and regional markets as needed.

Monitor engagement and analytics to optimize content strategies.

Present basic engagement reports to directors to help guide future content and strategy.

Stay current with social media trends and best practices, particularly as they relate to family and educational audiences.

Represent the museum's voice in a friendly, inclusive, and professional tone.

This job description is not intended to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties and responsibilities may change at any time. Before hiring, a thorough background check will be completed.

Reports To: Museum Directors

Job Type: Part-time

Please send a cover letter and resume to [work@QubeinChildrensMuseum.org](mailto:work@QubeinChildrensMuseum.org)