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Marketing & Administrative Coordinator

Organization: Island SPACE Caribbean Museum

Location: Plantation, Florida

Job Type: Part-Time (20 hours weekly)

About Island SPACE Caribbean Museum:

Island SPACE Caribbean Museum is dedicated to honoring and preserving the history of Caribbean people. Through our exhibits and programs, we showcase the interconnectedness of the Caribbean by highlighting shared struggles, triumphs, and cultural contributions.

Position Overview:

We are seeking a dynamic and creative Marketing & Administrative Coordinator to support our ambitious marketing and engagement goals. This individual will play a pivotal role in developing and executing marketing and engagement strategies to expand our reach, drive engagement, and strengthen donor and sponsor relationships. Additionally, the role will involve administrative support to enhance museum operations.

Key Objectives:

- Generate revenue by driving engagement, attendance and donations
- Position Island SPACE as the premier institution where all Caribbean histories are honored and preserved.
- Highlight the interconnectedness of Caribbean cultures through shared histories and achievements.
- Showcase the contributions of different islands to the collective Caribbean identity.

Primary Responsibilities:

- Develop and implement marketing strategies to promote the museum and its programs, converting interest to investment.
- Manage social media, email newsletters, and website content.
- Oversee advertising campaigns and public relations efforts.
- Collaborate with media outlets and influencers to enhance visibility.
- Coordinate creation of marketing materials, including brochures, flyers, and digital content.
- Effectively execute and enhance provided comprehensive Viral Marketing & Engagement Strategies.
- Engage Caribbean communities beyond Jamaica, including Spanish, French, and Dutch-speaking nations.
- Drive campaigns for monetary donations, artifact contributions, and volunteer participation.

- Strengthen relationships with sponsors and donors through consistent communication and engagement.

Supports:

- Development by promoting fundraising initiatives.
- Programming by marketing events and exhibitions.
- Museum management by improving visitor engagement strategies.

Administrative Support:

- Assist in creating sponsorship decks, program books, sponsorship reports, and standard operating procedures (SOPs).
- Support museum operations with various administrative tasks as needed.
- Coordinate and collaborate with the Executive Director, Museum Manager, and Programming Coordinator.
- Organize and maintain marketing materials, reports, and documentation.

Qualifications & Skills:

- Bachelor's degree in Marketing, Communications, Public Relations, Business Administration, or a related field preferred.
- 2+ years of experience in marketing, social media management, or a related role preferred.
- Strong understanding of Caribbean cultures and communities.
- Proficiency in social media platforms, digital marketing tools, and analytics.
- Excellent written and verbal communication skills.
- Ability to create compelling content that resonates with diverse audiences.
- Experience in donor and sponsor engagement is a plus.
- Strong organizational skills with the ability to multitask and meet deadlines.
- Self-motivated, innovative, and able to work collaboratively in a team environment.

Compensation & Benefits:

- \$20 / hour.
- Opportunities for professional growth and development.
- A dynamic and culturally enriching work environment.