



224 Lamm Street  
Mankato, MN 56001  
507.386.0279  
[www.cmsouthernmn.org](http://www.cmsouthernmn.org)

## Marketing and Event Assistant

At the Children's Museum of Southern Minnesota, we believe our team is part of something extraordinary. Our Museum is community-built and community-sustained, with a mission to ignite the natural curiosity of every child through the power of play in a dynamic, awe-inspiring environment.

### ***Join our team!***

Reporting to the Director of Marketing, our Marketing and Event Assistant has the responsibility of working in a fast-paced environment and overseeing the Museum's events and social media. Weekday and some weekend availabilities are expected, as well as availability for additional hours for special events and programs. This position is a non-exempt, part-time role averaging 20 hours per week. This position is eligible for our matching SIMPLE IRA plan and Museum discounts. The Museum looks for candidates with Core Values of Ignite Curiosity, Passion for Play, and Thrive in the Unexpected. Candidates for this position should be committed to being innovative and create ways to support these values. Further, as the Museum is a growing, inclusive organization, any candidate should be open to performing a variety of tasks.

***Take the next step!*** Please submit a resume to Heather Otto, Vice President of Operations, at [heather.otto@cmsouthernmn.org](mailto:heather.otto@cmsouthernmn.org)

***Hourly Wage Range:*** \$15 - \$20/hour

### **Job Responsibilities**

#### ***Social Media & Digital Content***

- Create, schedule, and publish content across social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Engage with online audiences through comments, DMs, and community building.
- Track analytics and use insights to grow reach and engagement.
- Collaborate with team members to gather stories, photos, and videos that reflect our mission and impact.
- Support digital campaigns around events, fundraising, and awareness initiatives.
- Stay on top of trends and recommend ways to innovate digital storytelling.
- Maintain content calendar and asset library (photo gallery, templates, etc)

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- Maintain brand consistency in onsite materials, signage, displays, and event presentation.
- Review and support marketing collateral for visual and messaging alignment.
- Experience in nonprofits, arts/culture, education, or mission-driven work.
- Basic photography/videography and editing skills.
- Knowledge of email marketing or website CMS platforms.

### **Event Support**

- Support internal teams to ensure seamless logistics (venues, vendors, volunteers, permits, timelines).
- Support run-of-show timelines, scripts, and promotional collateral.
- Assist with volunteer recruitment and coordination.
- Be on-site point of contact during events and ensure a positive attendee experience.
- Ensure public-facing materials reflect Museum brand standards during programs and events.

### **Qualifications**

- 1–3 years of relevant experience in event planning, marketing, social media, or nonprofit work.
- Strong project management and organizational skills.
- Comfortable juggling multiple deadlines and shifting priorities.
- Excellent written and verbal communication skills.
- Confident using social platforms, scheduling tools (like Hootsuite and basic graphic tools (Canva, Adobe Express, etc.)).
- Available to work some evenings and weekends for events.
- A positive, collaborative spirit and sense of humor!

### **Work Conditions**

- Job requires exerting up to 10-30 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects
- Job requires a high degree of interaction and engagement with others
- Job requires a high degree of attention to detail, ability to coordinate events indoors and outdoors



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- Job requires being able to support set up, tear down, logistics of events moving between indoor and outdoor Museum spaces.

## **About the Children's Museum of Southern Minnesota**

The Vision for the Children's Museum of Southern Minnesota is to be a catalyst for building a stronger, more vibrant community around play so that all children in our region share a bright future of opportunity and well-being. Located in Mankato, Minnesota, the Museum welcomes nearly 100,000 visitors and maintains over 2,100 memberships annually, and continues to be a resource for the region, providing the opportunity to experience the joy of learning through the power of play to all children and families.

The Children's Museum of Southern Minnesota is an equal opportunity employer.

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