JOB POSTING

Position Title: Design & Marketing Coordinator
Department/Division: External Relations
Reports To: VP, External Relations
Status: Part-time, Non-Exempt

Overview:
The Buffalo Society of Natural Sciences (BSNS), which operates the Buffalo Museum of Science and Tifft Nature Preserve, is a cornerstone of the Buffalo community, inspiring joyful exploration of science and nature for over 160 years. The BSNS is at an exciting moment of growth and transformation, following recent capital improvements and preparing for a phased master plan that will revitalize key spaces and expand engagement. As it approaches its 100-year anniversary in 2029, the organization is committed to bold investments that will shape the next century of science education and community connection. BSNS is building on its proud legacy to position the Buffalo Museum of Science as a vibrant hub for discovery and learning for generations to come.

Summary of Position:
The Buffalo Society of Natural Sciences (Buffalo Museum of Science and Tifft Nature Preserve) is currently seeking a part-time Design and Marketing Coordinator who will work under the guidance and supervision of the Vice President of External Relations. The Design & Marketing Coordinator is responsible for primary graphic design, and marketing support for the External Relations department. Key responsibilities include design needs of the organization including printed promotional materials for events, programs, exhibits, signage, and other visual communications, ensuring consistent and effective promotion of society activities and identity. This role is responsible for advancing the Society's brand and initiatives by creating and distributing compelling marketing content across digital and print platforms.

Essential Responsibilities:

- Maintain the integrity of BSNS's visual identity by ensuring all materials adhere to established brand guidelines and standards.
- Oversee graphic design projects from concept to completion, including scheduling, prioritization, and timely delivery.
- Perform daily updates to the BMS and Tifft websites, proactively gathering accurate and current information from internal stakeholders.
- Populate and maintain the Museum's digital wayfinding and promotional signage CMS (OptiSigns), ensuring content is timely, accurate, and visually engaging.
- Update and maintain community event calendars with thorough and accurate BSNS event details and graphics.
- Design and prepare visually compelling email communications using MailChimp, ensuring alignment with brand and campaign objectives.
- Coordinate the distribution of flyers and promotional materials to BSNS partners and community organizations.
- Collaborate with internal teams and external vendors to produce printed materials, including event supplies, stationery, and signage.

- Edit and format video content for promotional use across websites, social media, and media outlets.
- Participate in program, event, and exhibit planning meetings to understand design and marketing needs and deliver effective solutions.
- Assist with special projects as assigned.

Education, Experience, Skills, and Qualities Required:

Experience

- Minimum of 2 years of professional experience in marketing, communications, or a related field.
- Proficiency in Adobe Creative Suite (PC platform) and Canva, with working knowledge of web and email design, as well as content management systems.
- Demonstrated ability to work within a comprehensive brand style guide, ensuring precision and consistency across digital and print channels.
- Basic video editing skills using Canva or Adobe Premiere.
- Strong understanding of creating designs tailored to specific target audiences.
- Exceptional critical thinking and decision-making skills with a high level of accuracy.
- Proven ability to meet deadlines and deliverables with a strong sense of responsibility.
- Ability to work under strict deadlines, manage multiple projects simultaneously, and adapt to shifting priorities.
- Excellent interpersonal and communication skills for proactive collaboration with internal teams and external stakeholders.
- Self-motivated, enthusiastic, and committed to continuous learning and organizational success.
- Comfortable working independently and collaboratively on-site.
- Willingness to work occasional evenings and weekends as required by organizational needs.
- Appreciation for science, education, and the natural environment.

Core Competencies

- Highly detail-oriented.
- Excellent written and verbal communication skills; proactive and articulate.
- Flexible, collaborative team player with a growth mindset and ability to work independently.
- Ability to prioritize and remain focused amid frequent interruptions.
- Reading printed material and computer screens regularly
- Communicating with people inside and outside the organization
- Ability to travel between the Society's sites and program/partner locations

Physical Demands:

- Working at a computer for extended periods of time.
- Must be able to communicate effectively with other employees.

Compensation and Benefits:

The successful candidate will receive in the range of $20-$22 per hour, 25 hours per week, commensurate with experience and skill level.

Interested Applicants:

Interested candidates should send cover letter and resume to Resumes@GoldhawkHR.com.

Equal Opportunity Employer:
The Buffalo Society of Natural Sciences is an equal opportunity employer, and strongly encourages expressions of interest from people of color, individuals living with disabilities, women, and the LGBTQ+ community. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, color, creed, religion, sex, age, national origin, citizenship, sexual orientation, marital status, or any other classification protected by federal, state, or local law.