

Job Title: Marketing Manager & Special Events Coordinator

Department: Stafford Air & Space Museum

Location: Weatherford, Oklahoma

Employment Type: Full-Time

Reports To: Executive Director

Job Summary

Under the general direction of the Executive Director, the Marketing Manager & Special Events Coordinator is responsible for planning, coordinating, and executing marketing, communications, and special events for the Stafford Air & Space Museum. This position develops and implements marketing strategies to promote exhibits, programs, events, and initiatives while also coordinating logistics and execution of museum-hosted and partner events.

The position requires strong organizational skills, creativity, and the ability to manage multiple projects while maintaining compliance with City of Weatherford policies and procedures.

Essential Duties and Responsibilities

Marketing & Communications

- Develops and implements marketing and promotional strategies for museum exhibits, programs, special events, memberships, and community initiatives.
- Coordinates digital marketing efforts including website updates, email marketing, and social media platforms.
- Creates written and visual marketing materials such as flyers, brochures, signage, advertisements, and digital content.
- Ensures consistency with museum branding and City of Weatherford communication standards.
- Tracks and evaluates marketing effectiveness and prepares reports as requested.

Graphic Design & Content Development

- Designs and produces marketing and promotional materials using approved design platforms and software.
- Coordinates with internal staff and external vendors on production of printed and digital materials.

- Assists with exhibit-related graphics, signage, and promotional materials.

Social Media & Public Information

- Manages the museum's social media presence, including content creation, scheduling, and engagement.
- Responds to public inquiries and comments in a professional and timely manner.
- Assists with public information efforts including newsletters, announcements, and museum updates.

Special Events Coordination

- Plans, coordinates, and supports museum-hosted events, educational programs, rentals, and community activities.
- Develops event timelines, promotional plans, and logistical checklists.
- Coordinates with vendors, partners, volunteers, and staff to ensure successful event execution.
- Provides on-site support during events, including evenings and weekends as required.

Community & Partner Engagement

- Assists with coordination of partnerships with tourism organizations, schools, sponsors, and community groups.
- Represents the museum at meetings, events, and community functions as assigned.
- Supports sponsorship recognition and promotional obligations related to events and programs.

Budget & Administrative Support

- Assists with development and monitoring of marketing and event-related budgets.
- Tracks expenses and submits documentation in accordance with City purchasing and financial procedures.
- Maintains organized records related to marketing materials, events, and promotions.

Minimum Qualifications

- Bachelor's degree in Marketing, Communications, Event Management, Graphic Design, or a related field; equivalent experience may be considered.
- Three (3) to five (5) years of experience in marketing, communications, event coordination, or a related field.
- Experience using graphic design software, social media platforms, and digital marketing tools.
- Strong written and verbal communication skills.

- Ability to manage multiple projects and meet deadlines.
 - Proficiency with standard office software and equipment.
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Preferred Qualifications

- Experience working in a museum, tourism, nonprofit, or public-sector environment.
 - Knowledge of branding, public relations, or tourism marketing.
 - Interest in aviation, space exploration, or educational programming.
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Physical & Work Environment Requirements

- Ability to sit, stand, walk, bend, and lift materials up to 25 pounds.
 - Ability to work evenings, weekends, and holidays as required for events and programs.
 - Work is performed in an office, museum, and event setting with occasional outdoor activities.
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Additional Information

Employment is contingent upon compliance with City of Weatherford policies, procedures, and applicable laws. The City of Weatherford is an equal opportunity employer.