

Job Title: Public Engagement & Marketing Coordinator

Location: Steam Railroading Institute, Owosso, MI

Employment Type: Full-Time, Hourly (40 hrs/week + Excursions & Events)

Wage Range: \$18-20 depending on experience

Position Description

The **Public Engagement & Marketing Coordinator** serves as a key ambassador for the Steam Railroading Institute, engaging directly with guests, members, community partners and the public to deliver exceptional visitor experiences while promoting the organization's programs, events, and mission. This highly interactive role blends creative marketing and communication efforts with frontline guest service, ensuring the public both hears about and enjoys what we offer.

From welcoming visitors at the Institute to creating digital content and coordinating outreach efforts, this position plays a central role in both day-to-day operations and long-term community growth.

Join us at the Steam Railroading Institute and be part of preserving and promoting Michigan's rich railroading history through engaging public experiences!

Marketing, Promotions & Communications

Focus: Advancing the organization's mission and visibility through coordinated marketing efforts and consistent communication.

- Lead the creation, production, and distribution of marketing and promotional materials to promote events, campaigns, and programs for digital and print platforms
- Develop and implement marketing strategies across digital, print, and social media platforms to promote programs, events, and initiatives.
- Create, manage, and distribute internal and external communications, including newsletters, press releases, promotional materials, and media outreach.
- Maintain and update all online communication platforms, including the website and social media channels, ensuring timely and accurate information. Coordinate with service providers on technical issues or updates.
- Maintain and grow a comprehensive and up-to-date contact list of media, press, and outreach partners
- Coordinate and participate in interviews and media appearances (e.g., television studios, podcasts, radio stations).
- Monitor effectiveness of communications strategies and prepare analysis reports for the administrative team

Visitor Experience & Guest Services

Focus: Supporting the delivery of a positive and seamless visitor experience through hands-on assistance and coordination of volunteer and guest-facing activities.

- Provide direct support for visitor operations including ticketing, retail sales, tours, and events to ensure a smooth and welcoming experience.
- Supervise and support volunteers and seasonal staff in guest-facing roles to ensure a consistent, high-quality visitor experience
- Assist with all aspects of ticketing, check-in, customer inquiries, and FareHarbor management (event setup, sales, troubleshooting)
- Train staff and volunteers on the Clover POS system; perform and oversee end-of-day closing procedures
- Support volunteer operations including recruitment, onboarding, scheduling, and training as needed
- Support communication and coordination among volunteers, including distributing updates and filling operational gaps as needed in guest-facing roles when needed.

Community Outreach & Member Engagement

Focus: Building relationships with the community to enhance visibility, engagement, and support for the organization.

- Plan and participate in outreach activities, public relations events, and community partnerships to expand the organization's reach and impact.
- Build and maintain strong relationships with regional organizations, tourism groups, schools, community partners, and the general public to support ongoing and future initiatives.
- Coordinate, support and occasionally lead on-site public programs, field trips, group tours, and special events
- Promote and support membership growth through targeted outreach, recruitment drives, and member-focused events

Skills & Qualifications:

Required:

- High School Diploma or above
- Proficient in marketing automation tools and social media platforms
- Ability to multi-task in a fast-paced environment with frequent interruptions
- Ability to work effectively with guests, volunteers, and staff in challenging situations
- Strong organizational, communication, and time management skills
- Creative thinking and the ability to develop engaging content
- Team-oriented mindset
- Willingness to travel for events and excursions; overnight travel as necessary

- Demonstrated professionalism and discretion when handling confidential information
- Nights and weekends as necessary for events, programs, excursions, etc.

Preferred:

- Minimum two years of experience in marketing and communications
- Understanding of POS systems (Clover), WordPress websites, online ticketing systems
- Understanding and proficiency in Canva and Adobe Creative Suite or similar design programs

How to Apply:

Interested candidates are invited to submit a resume and cover letter detailing their qualifications and interest in the position.