



Communications Specialist

Contract to hire. Salary commensurate with experience

POSITION OVERVIEW

As MICRO's Communication's Specialist your ninja skills are perfectly honed to oversee MICRO's communications.

From building media relationships and developing, writing and placing earned stories all the way through to growing MICRO's online presence, producing materials for MICRO's marketing and internal communications needs, and supporting MICRO's venue partners, you are a copywriter with research and graphic design skills and the ability to turn around polished copy across a range of voices.

We're looking for someone personable and articulate; a talented communicator with an evident passion for what MICRO is building.

This position is based in MICRO's NYC office and requires occasional travel.

Hours are flexible up to full time. Salary is commensurate with experience.

MICRO's museums are for all kinds of visitors. Our team includes all kinds of people. As we grow, we are excited to build an organization that is welcoming and supportive and MICRO encourages applications from people of all races, backgrounds, orientations, religions, and genders. Non-US citizens OK, however MICRO is not able to sponsor visas at this time.



MICRO

Founded in 2016, MICRO creates six-foot-tall museums that transform public spaces into interactive learning environments, making world-class museum experiences accessible to all.

We bring together scientists, designers, and storytellers to squeeze a vast, complex world into museums the size of vending machines. Then we replicate the tiny museums and install them in unexpected places like hospital waiting rooms, transit hubs, and the DMV.

Why MICRO?

Museums are trusted sources of knowledge, but traditional brick and mortar museums are geographically clustered. In NYC, Manhattan has 85 museums. The Bronx has 8. The boroughs have the same population.

The impact museums have is demographically narrow: across America 90% of museum visitors are white, and museum entry is often expensive.

MICRO wants to change that.

MICRO has been called a "storytelling machine." It was awarded the Tribeca Film Institute's 2017 New Media Award, and two Editors' Choice Awards at the World Maker Faire.



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KEY RESPONSIBILITIES

- Collaborate closely with MICRO team to draft and layout internal and external marketing, media, and communications materials
- Build on MICRO's existing media relationships and develop new media opportunities for MICRO's museums
- Support MICRO's business and development team with custom research and background briefings
- Maintain MICRO's community email lists and grow MICRO's online presence
- Develop and maintain MICRO's asset base: product photos, videos, and language
- Produce fun, engaging social posts across multiple channels, and grow to manage social media interns

QUALIFICATIONS

- Demonstrated, exceptional written and verbal communication skills
- Familiar with G Suite, Keynote, Adobe Photoshop
- Great organizational skills and a proven track record managing systems and working towards long term goals
- Background in media, marketing or communications
- Experience working with small, creative, and distributed teams; startup experience preferred
- Photography, videography, or basic web design skills not necessary but a huge bonus

PERSONAL ATTRIBUTES

- Personable, outgoing, and articulate
- Super organized
- Entrepreneurial, driven, a self-starter
- A good listener, highly empathetic
- Able to adapt quickly within a company experiencing rapid growth
- A passion for museums
- Science? You love it

THE TEAM

We're a small close-knit team; a curious, eclectic bunch that includes a novelist, a former NASA researcher, a producer, a mechanical engineer, and an educator, but at MICRO we all wear many hats.

We love to learn, tell stories, and make things. Building a new museum model is a weird and wonderful job.



JOIN US!

Send a resume, cover letter, and links to any portfolio work you think we should see to apply@micro.ooo using the subject line Communications Specialist: YOUR NAME

Be sure to mention how you heard about the position!