



POSITION/TITLE: Marketing and Communications Manager

SUPERVISOR: President and Museum Project Director

HOURS: Part-time 24 to 30 per week

ABOUT WONDERTREK CHILDREN'S MUSEUM:

WonderTrek Children's Museum is a 501(c)3 non-profit organization located in Baxter, Minnesota, operating across Region 5 counties of Crow Wing, Cass, Todd, Wadena & Morrison counties. WonderTrek is led by a dedicated Board of Directors, passionate staff, and an experienced Museum Project Director.

WonderTrek is on a mission to bring back everyday play. Play is a vital part of healthy development and a vibrant community. WonderTrek's creative spaces enable children to imagine, experiment, and develop essential life skills, such as problem-solving, empathy, decision-making, and teamwork – all while having a blast. WonderTrek Children's Museum celebrates children's joy of play and the wonder of learning. In a world where free play and exploration are disappearing, WonderTrek inspires learning through hands-on adventures. Designed for children 12 and under, their families, caregivers, and educators, it's a place where children lead, parents recharge, and families reconnect.

WonderTrek's Outdoor Adventure is finally becoming a reality, set to open Fall 2026! Consisting of 9-acres of interactive exhibits, WonderTrek's Outdoor Adventure creates a place where children explore, play, and let their imaginations run wild. To further our reach, WonderTrek on Wheels brings the joy of play and learning to children and families across North Central Minnesota. From community parks to classrooms, corporate events to summer festivals, the WonderTruck and Trailer deliver hands-on fun and unforgettable adventures.

POSITION OVERVIEW

WonderTrek is seeking an energetic, agile, and data-driven Marketing & Communications Manager to lead our public launch strategy. As a vital member of our lean 10-person team, you will act as our chief storyteller, digital content creator, and audience growth strategist.

Your immediate focus will be utilizing high-impact visual media to capture the excitement of our final construction phase, accelerate capital campaign momentum, and convert interest into action—including final campaign donations, volunteer recruitment, and membership sales.

Responsibilities and Expectations:

- **Brand Management:** Maintain and safeguard a cohesive brand identity across all physical assets, digital collateral, and community touchpoints, ensuring that messaging consistently reflects WonderTrek's commitment to play-based learning, playing in nature, and regional enrichment.
- **Launch & Conversion Funnels:** Develop multi-channel marketing campaigns that turn digital engagement into tangible actions (capital campaign donations (monetary and in-kind), early membership sales, and volunteer commitments).
- **Site Construction Content Creation:** Capitalize on momentum excitement by documenting construction site milestones with high-quality construction site photography, short-form video content, and creative storytelling.
- **Social & Digital Media Management:** Lead the strategy and daily execution for all digital channels (Instagram, Facebook, TikTok, LinkedIn, YouTube, website, and email newsletters) with a heavy emphasis on visual storytelling.
- **Data-Driven Optimization:** Monitor and analyze performance metrics across Google Analytics, Meta Insights, and email engagement to dynamically refine campaign messaging. Utilize WonderTrek's contract with Feathr, an all-in-one digital marketing platform, to maximize ROI.
- **PR & Grassroots Outreach:** Draft press releases and pitch progress updates to local media, travel publications, and parenting bloggers. Partner with regional schools, libraries, and businesses to embed the WonderTrek brand across North Central Minnesota.
- **Collaborate and Self-Start:** Lead collaboration with external partners and internal team members on priority storytelling projects including short-form video, web development, newsletters, printed materials, press releases, and other communications tactics.
- **Cross-Functional Team Support:** Actively support broader museum operations, special pre-opening preview events, and peak attendance days as an integrated member of our 10-person staff.
- **Other duties as assigned:** This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this position. Duties, responsibilities, and activities may change at any time with or without notice.

Minimum Qualifications:

- 3+ years of professional experience in digital marketing, communications, or multimedia content creation.
- Strong hands-on proficiency in smartphone photography, short-form video editing (Reels, TikTok), and basic graphic design (Canva).
- Demonstrated experience utilizing digital analytics tools to track campaign performance and user conversion journeys.
- Thrives in a self-starter position within a fast-paced, collaborative team environment.
- Demonstrated accountability and integrity.
- Excellent interpersonal and communications skills, written and verbal.
- Enthusiasm for local outdoor recreation activities and play based learning.
- Flexibility to work a varied schedule, including weekends, evenings, and holidays.
- Physical stamina and the ability to stand, walk, and bend for extended periods (especially on active construction and exhibit sites).
- Must possess a valid driver's license and be willing to travel within a 120-mile radius of Brainerd, MN to support regional outreach.
- Must pass a background check.

Preferred Qualifications:

- Prior marketing experience within museums, non-profits, family attractions, or startup environments.
- Degree in marketing, communications, or a related field.
- Experience building automated email workflows, managing website content management systems (CMS), or working with donor databases/CRMs.

Other Details:

- Work Location: WonderTrek's campus in Baxter, MN, its studio and office location in Brainerd, MN, and at locations around the region as needed.
- Option for at home remote work for specific work tasks.
- Schedule: primary business hours with adjustments required for special events and weekend launch initiatives

Compensation and Benefits:

- Starting pay: \$24 to \$28 per hour depending on experience
- Benefits:
 - Benefits: MN Employee Safe & Sick Time (ESST) is accrued at 1 hour per 30 hours worked.
 - Paid family medical leave.

- Professional development opportunities.

If you're ready to inspire and be inspired, to make learning an adventure, and to join a team where your contributions truly make a difference, WonderTrek is waiting for you. Apply now by sending your resume, cover letter and references to peter@wondertrekmuseum.org.

Let's make every day a wonder-filled adventure!