

Marketing Coordinator

Organization Profile:

The Discovery Museum is a non-profit children's museum that offers interactive exhibits and thematic programs. Discovery Museum exhibits and programs promote hands-on, open-ended discovery in the areas of science, art, culture and technology. Our goal is to help youth expand their horizons and prepare for the future by fostering a passion for exploration and learning.

Position Summary

Under the direction of the Museum Manager and the Executive Director, the Marketing Coordinator will build and maintain the organization's social media presence, community involvement, organizational partnerships, and implement strategic marketing campaigns to reach a wide and diverse audience as well as the museum's key demographic. This position will also interact with Museum patrons to provide meaningful and positive experiences.

Reports to: The Museum Manager

Job Duties/Responsibilities Include:

Marketing Coordination

- Maintain the museum's social media presence
- Develop engaging content to direct traffic to the museum
- Promote all aspects of the organization, including Pal Camp, the Perilous Plunge, Kids' Night at the Museum, and other programs
- Work closely with the Outreach Coordinator, and Program Coordinator to plan special events and campaigns
- Work with the Executive Director to create a marketing budget
- Develop and maintain strategic marketing plans to promote the museum and all offerings
- With the Outreach Coordinator, develop and maintain strong connections with schools, families, and like-minded organizations to expand the museum's reach in the community

General Museum Duties

- Greet customers, explain museum policies, guide and inform their experience
- Complete sales transactions, answer and direct phone calls, and file associated paperwork
- Maintain the museum's safety and sanitation standards by adhering to the posted cleaning schedule.

- Inform Museum guests and the public about current programs, events, and museum memberships.
- Book birthday parties, field trips, and update memberships
- Meaningfully interact with children to introduce exhibit concepts.

Ideal Traits:

- Strong communication skills and ability to work as a team
- Self Starter who is able to work under minimal supervision
- A passion for learning and working with children
- Creativity and strong digital skills

Qualifications:

- Strong skills in social media content creation
- Knowledge of computer graphics and programs
- Knowledge of childhood development and age appropriate activities
- Strong customer service skills
- Basic computer skills and ability to work in database, spreadsheet, word, graphic, POS, and other computer programs or ability to learn these programs quickly
- Background check required

Schedule

- This is a part time (22 hrs/wk) position to start with a full time schedule during camp sessions. The schedule requires flexible availability in mornings, afternoons, weekends, and for special events and programs that may be during evening hours.
- Starting compensation is \$16.50 per hour.