

JOB DESCRIPTION

MARKETING COORDINATOR



JOB INFORMATION

Job Title:	Marketing Coordinator	Department:	Development/Marketing
Reports To:	Chief Development Officer	FLSA Status:	Full Time/Hourly
Salary Range:	\$11.00-\$15.00 hourly	Level:	Coordinator
Prepared By:	Chief Development Officer	Date Prepared:	March 3, 2017
Approved By:	President/CEO	Date Approved:	March 3, 2017

SUMMARY

The Marketing Coordinator works with the Chief Development Officer. The Marketing Coordinator is responsible for assisting with the execution of the Museum’s communication and marketing strategy encompassing educations programs, exhibits, internal events, banquet space rentals, Museum memberships, and overall guest appeal to help ensure timely, effective, and efficient communications and branding across all materials and efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Works under general supervision of the Chief Development Officer.
2. Works with the Chief Development Officer to develop and maintain weekly/monthly/quarterly schedule and goals.
3. Works with the Chief Development Officer to develop relevant monthly reports.
4. Works with the Chief Development Officer to develop scheduling.
5. Responsible for researching and submitting potential departmental costs to the Chief Development Officer for approval.
6. Works with the Chief Development Officer and other Executive Team members on professional development.
7. Using excellent customer service skills, establishes and maintains effective working relationships with other employees, officials, and all members of the general public.
8. Follows the approved budget, monitors the quality of the Museum’s products and services, and ensures maximum member and guest satisfaction.
9. Serves on Museum committees as appropriate that collaborate and assist with interdepartmental functions and programs.
10. Maintains effective and professional relationships with other Museum employees and all members of the general public.



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11. Develops and maintains positive partnerships with various community organizations to have an effective interaction with the community.
12. Follows the Code of Ethics as a statement of museum best practices and standards.

MARKETING DEPARTMENT ESSENTIAL DUTIES AND RESPONSIBILITIES

include the following. Other duties may be assigned.

1. Works with the Chief Development Officer to utilize current Museum marketing standards to develop, create, and schedule social media posts on all major channels, including: Facebook, Twitter, Pinterest, Instagram, YouTube.
2. Works with the Chief Development Officer to utilize current Museum marketing standards to develop, create, write, and/or edit articles and promotional materials for press releases, the Museum blog, monthly e-news, and quarterly newsletter.
3. Works with all departments to design marketing materials, postcards, and flyers for Museum events and promotions as appropriate to their department.
4. Responsible for updating and maintaining the Museum's website content.
5. Responsible for overseeing the marketing and processing of Museum Memberships.
6. Works with the Chief Development Officer to serve as the face of the Museum for television appearances and other promotional opportunities that arise.
7. Submits ideas and actively participates in relationship building and networking activities in the Wichita community as approved by Chief Development Officer.
8. Assist all departments with special event coordination.
9. Provides familiarization tours to any writers, photographers, and tour operators that may publish information to the public regarding the Museum.
10. Assist with market research and other tasks as needed.
11. Perform creative graphic design duties as needed utilizing InDesign and other programs pertinent to the field.

PERSONAL ATTRIBUTES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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1. Keen passion for providing a gateway to the past which educates, entertains, and inspires lifelong learning.
2. Friendly and professional demeanor. Able to communicate enthusiastically, yet maturely, with a wide range of populations and in front of large groups, including children, seniors, non-native English speakers, and disabled persons.
3. A self-starter who demonstrates a high sense of ownership and can work independently, demonstrating initiative and proficiency at problem-solving.
4. Scrupulous attention to detail in all aspects of work required.
5. Strong knowledge of social media channels and marketing.
6. Working knowledge of Windows, Microsoft Office Suite, Adobe Creative Suites and InDesign. Working knowledge of Google AdWords and HTML is a plus.
7. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.
8. Ability to communicate in English in a clear and concise manner, both orally and written. Bilingual is a plus.
9. Proven ability to deal in a professional and cordial manner with the public and professional colleagues.
10. Ability to plan, service and supervise a variety of events with the assistance and cooperation of other staff members.
11. Ability to anticipate equipment and other needs for individual events.
12. Applicant must possess current, valid driver's license and a current working cell telephone with a number that can be accessed (by voice and text) by building management personnel for contact purposes.

EDUCATION and/or EXPERIENCE

1. Bachelor's degree in Marketing, Communications, or related field (or pursuit thereof).
2. 1 year prior professional experience in communications and marketing of a nonprofit or educational organization field desired.

CERTIFICATES / LICENSES / REGISTRATIONS

1. None

LANGUAGE SKILLS

1. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
2. Ability to write routine reports and correspondence.

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3. Ability to deal effectively and courteously with user groups, their representatives, and the general public.
4. Ability to speak and understand English. Bilingual is a plus.

REASONING ABILITY

1. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events and stimulus may occur simultaneously.
2. Ability to define problems, collect data, establish facts and draw valid conclusions.
3. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form, dealing with both abstract and concrete variables.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is regularly required perform the following as a single act, or simultaneously: stand, reach with hands and arms, climb balance, stoop, kneel, crouch, crawl, talk, hear.
2. The employee frequently is required to sit, walk, and/or stand for extended periods of time.
3. The employee is occasionally required to sit.
4. The employee must regularly lift and/or move up to 25 pounds and occasionally lift and/or move more than 50 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. The noise level in the work environment is usually moderate, but there will be cases where the noise level is loud to extremely loud.

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2. This position requires evening and weekend work that may exceed 40 hours per week and the ability to work flexible hours, including evenings, weekends and holidays

TO APPLY

Please apply by sending your resume and salary requirements to lsmith@worldtreasures.org with the Subject line MC 2017 and your name. For Example "MC 2017 IvanTrex"