

# Glazer Children's Museum

## JOB DESCRIPTION

### Marketing and Communications Assistant

#### Position Summary

The Marketing and Communications Assistant works collaboratively with the marketing and graphics team to advance the Museum's mission to create a learning laboratory where children play, discover, and connect with the world around them to develop as lifelong learners and leaders. The Marketing and Communications Assistant is responsible for implementing GCM's communications plan as directed by the Director of Marketing and Communications. S/he will also provide administrative support to the marketing department, including but not limited to data entry and data clean-up, conducting guest surveys, completing purchase orders, purchasing, and other support tasks as directed by the Director of Marketing and Communications. This is a part-time, non-exempt position reporting to the Director of Marketing and Communications or her/his designee.

#### Essential Functions:

- Creates, updates, and disseminates information to GCM's various audiences across platforms, including but not limited to email marketing, website, social media, the Play Times newsletter, and direct mail.
- Writes concise, grammatically correct creative copy for marketing materials and communications including press releases, eblasts, social media, publications, and website
- Implements brand guidelines to ensure consistent, effective and creative use of the Museum's visual brand and brand voice
- Takes photos of programs and events and posts frequently to the museum's social media pages; saves in photo archive on shared drive
- Promptly responds to online guest reviews and inquiries
- Tracks coupon codes to measure the success of various promotions
- Conducts periodic guest surveys, both in person and online and communicates to internal stakeholders on actionable guest feedback
- Performs data entry and updates contact information for guests and other stakeholders within the museum's databases, as needed
- Works with printers and other external vendors to make purchases for the marketing and graphics team. Completes purchase orders for the department
- Attends / represents the Museum at offsite partnership & marketing opportunities
- Assists in preparing for Marketing Committee meetings and sends meeting notifications as directed
- Regularly inventories / orders Museum marketing & collateral materials
- Provide administrative support for the department as directed by the Director of Marketing and Communications

### **Non-Essential Functions:**

- Other duties as required

### **Qualifications**

The Marketing and Communications Assistant must be extremely organized and efficient and demonstrate strong creative writing and editing skills, and be able to work well on a team in a fast paced environment

#### **Specific requirements include:**

- Passion for the mission, vision, and values of the Glazer Children's Museum
- Demonstrated writing and editing skills
- Excellent communication skills, verbal and written
- Strong organization skills and the ability to meet deadlines
- Team-oriented
- Proficient with the Microsoft Office suite of computer programs, specifically Word, Power Point and Excel as well as all major social media platforms and website editing.
- Flexible and eager to try new and creative initiatives
- Ability to work with a variety of diverse stakeholders and speak to diverse audiences
- Work well under time constraints or deadlines, and in stressful conditions

### **The ideal Marketing and Communications Manager will have the following personal competencies and characteristics:**

- S/he will flourish in a diverse, fast-paced, and collaborative environment
- S/he will be a confident, articulate, and proactive communicator with the ability to work fluidly across all levels.
- S/he will have an passion for creating extraordinary learning experiences for children and families.
- S/he will have a personal style that is articulate, precise, collaborative, and decisive, as well as a sense of humor and perspective in his/her work.
- S/he will have a passion for the field of marketing

### **Education/Training:**

- Minimum of 1-2 years of marketing or administrative experience, or a comparable combination of education and experience
- Bachelor's Degree in Marketing, Communications or working toward a Bachelor's Degree preferred.

### **Mental Skills and Abilities:**

- *Math* – college level ability; to calculate variables, formulas, ratio and proportion; to use practical application of fractions, percentages, and statistics.
- *Reading* - Ability to read and understand technical journals, manuals, reference books, legal documents and financial reports.

- *Writing* - Ability to write business letters, expositions, summaries, training manuals and reports using proper format and conforming to rules of punctuation, grammar, diction and style.
- *Speaking* - Ability to be conversant in the principles and methods of effective and persuasive speaking and discussion; and to participate in panel discussions using clear and distinct speaking voice with appropriate pauses and emphasis, correct pronunciation, and variation in word order.
- *Reasoning Ability* - Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret a variety of instructions; to plan work and develop procedures; to learn and/or evaluate information in order to make judgments and decisions.

### **Work Situations:**

- *Communication* - The ability to relate to people in situations involving more than giving and receiving instructions
- *Direction, Control and Planning* - Adaptable to accepting responsibility for the direction, control, or planning of an activity. The employee may be in a position to negotiate, organize, direct, formulate practices, or make final decisions
- *Feelings or Ideas* - Adaptable to situations involving the interpretation of feelings or ideas in terms of personal viewpoint. The employee may be called upon to use creativity, self-expression, or imagination
- *Influencing* - Adaptable to influencing people in their opinions, attitudes, or judgments. The employee may be in a position to motivate, convince, or negotiate
- *Measurable or Verifiable Criteria* - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data
- *Performing Under Stress* - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise, thorough, exacting, or meticulous in regard to material worked; or in activities such as numerical determinations, record preparation, or inspecting
- *Repetitive, Continuous* - Adaptable to performing repetitive work, or to continuously performing the same work, according to set procedures, sequence, or pace. The employee may perform work that is inherently of a repetitive nature
- *Sensory or Judgmental Criteria* - Adaptable to making generalizations, judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses, or rely on knowledge gained by experience to make evaluations
- *Set Limits, Tolerances, or Standards* - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job
- *Variety and Change* – Adaptable to performing a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure. Several duties in a job that require significant differences in technologies, techniques, procedures, working conditions, physical demands, and/or situations constitute this factor

## **Physical Demands:**

- *Light Work* - Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects
- *Balancing* - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces
- *Carrying* - Supporting the weight of an object with hands and arms and moving from one place to another
- *Climbing* - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms
- *Crouching* - Bending the body downward and forward by bending legs and spine.
- *Fingering* - Picking, pinching, or otherwise working with fingers
- *Eye-Hand-Foot Coordination* - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- *Handling* - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands
- *Hearing* - Perceiving the nature, intent or meaning of sounds
- *Kneeling* - Bending legs at the knee to come to a rest on knee or knees
- *Lifting* - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position
- *Pulling* - Exerting a force so as to move an object toward the individual.
- *Pushing* - Using upper extremities to press against something with steady force in order to move forward, downward, or outward
- *Reaching* - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects
- *Sitting* - To rest the body upright supported by the buttocks and thighs.
- *Standing* - To be upright supported by the buttocks and thighs
- *Talking* - Expressing or exchanging ideas by means of the spoken word.
- *Walking* - Moving about on foot to accomplish tasks
- *Seeing* - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
  - (a) Clarity of vision at 20 inches or less
  - (b) Clarity of vision at 20 feet or more
  - (c) The ability to judge distance and space relationships
  - (d) The ability to identify and distinguish colors

## **Other Requirements:**

- Requires availability evenings, weekends & holidays
- Travel - will require occasional travel
- Valid State Driver's License

**Supervision/Contacts:**

- Receives supervision from the Director of Marketing and Communications
- Daily contact with Creative Director
- Daily contact with Museum employees and management
- Daily contact with guests and members; occasional contact with vendors and other external partners including Museum website management firm
- Regular contact with volunteers

**Environment:**

- Employee is subject to inside and occasional outside environmental conditions
- Protection from weather conditions but not necessarily from temperature changes when inside

**Tools and Equipment Used:**

- Personal computer, fax/copy machine, telephone & voicemail system, printers, scanners, POS system, Wordpress, Google, Constant Contact, web editing, social media administration, calculator, copier, point of sales system, postage machines, museum alarm system, reference books and automobile

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*I certify that I have reviewed and understand all of the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.*

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\_\_\_\_\_ Signature

Date \_\_\_\_\_