



Position Description

Title: Coordinator, Marketing

Reports To: Manager, Development & Marketing

Summary: Under the supervision of the Manager, this position supports the Museum's marketing, public relations, communications, social media, publications, and messaging for exhibits, programs and events. This position also plays an integral role in revenue generation by coordinating all aspects of the museum's membership promotions and membership database oversight and manages the museum's merchandise cart.

Supervisory Responsibilities: Marketing Assistant/Intern,

Employment Classification: Full-time, FLSA exempt status. Work schedule is determined by museum needs, which may include night, weekend and holiday work hours as assigned by supervisor.

General Responsibilities:

- Participate in the creative conception, planning, and execution of departmental projects.
- Coordinate and implement museum membership initiatives and events.
- Coordinate and implement museum merchandise program.
- Support tracking of quarterly dashboard analytics.
- Manage social media channels, assist with advertising campaigns, manage membership program, and merchandise budgets with oversight and support from Manager, Development & Marketing.
- Assume additional responsibilities and perform special projects as needed; directed by supervisor.

1. Marketing:

- Help develop strategic marketing and public relations strategies that support departmental objectives outlined in the annual plan.
- Assists with the planning, research, development and expansion of social media channels, including strategies for interacting with social media



followers. Coordinate membership recruitment collateral and advertising via weekly department meetings.

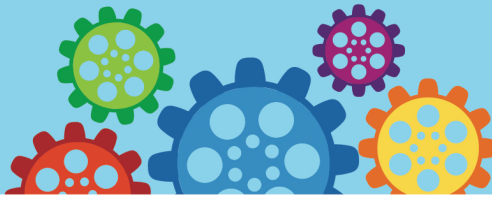
- Build relationships with community partners and membership coordinators of partner organizations.
- Assist with guest services training and development.
- Acts as liaison to web design/developers and web host as needed.
- Reviews website content, ensuring that content reflects Museum's mission, messaging, and current activities. Compiles web statistics in conjunction with marketing team.
- Develops and supports expansion of social media strategies, as well as oversee all platforms. Coordinates photography and videography as needed.
- Track and analyze data from online and paid media marketing efforts, and compile monthly report for Executive Director.
- Researches outside websites to provide updated and corrected information regarding Museum events, activities, programs, and exhibits.
- Assists with graphic projects as assigned.

2. Membership:

- Track and manage membership goals. Create incentive programs to ensure goals are met.
- Generate email list and send monthly renewal eblast.
- Run automated weekly thank you e-blast for new members.
- Manage partners and discounts for member benefits program.
- Execute membership retention plan, and track renewals.
- Plan, coordinate, and host quarterly members only parties.
- Serve as the liaison and provide assistance to admissions and floor staff regarding membership interaction and point-of-sale support.
- Survey management and reporting, including member, program, event surveys and annual member focus groups.
- Provide excellent customer support to current and prospective members.
- Work with admissions and floor staff in promoting membership initiatives and benefits, create and maintain staff incentives for membership sales with supervisor including the BAM program.

3. Data Analysis:

- Update membership database; maintain database system integrity and accuracy.
- Generate reports to track membership sales/renewals, coupon redemptions, and other statistics to support departmental goals.
- Generate email lists as needed.



- Work with accounting department to create current discounts, coupons and items and delete expired promotions.

4. Events:

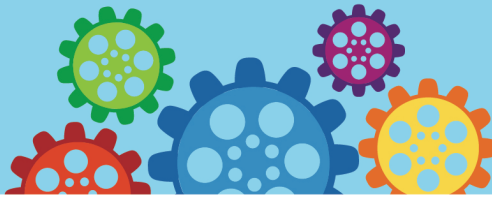
- Coordinate special events for marketing team, including exhibit launches and membership sales events.
- Work with Development and Marketing in planning member appreciation events, including invitation lists and on-site promotions during event.
- Build strategic community partnerships.
- Provide event support as needed, including photography and social media

5. Merchandise:

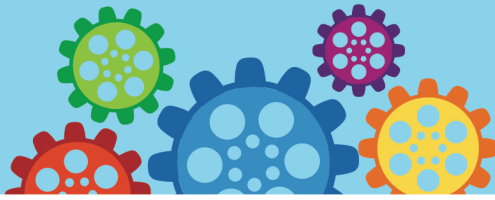
- Plan, build and maintain merchandise line for museum.
- Track and manage merchandise store goals and sales.
- Work with vendors to purchase inventory and ensure quality of product.
- Conduct bi-monthly physical inventory.
- Work with finance and IT staff to build and maintain point of sale system for merchandise in Altru.
- Work with admissions staff by providing training and sales strategies for selling merchandise.

Qualifications:

- Bachelor's Degree in communications, marketing, event planning or equivalent preferred; non-profit management or related experience a plus.
- Two+ years of marketing, event planning, communications, social media platforms and database experience (Altru/Blackbaud point-of-sale) preferred.
- Must be computer proficient in word processing, spreadsheets, and databases.
- Very detail-oriented and organized in data management.
- Must have excellent verbal and written communications skills.
- Must be committed to providing excellent customer service to museum members and patrons.
- Ability to juggle multiple tasks in a deadline driven environment. Flexible, fast learner with initiative. Highly organized, with attention to detail and accuracy.
- Understanding or willingness to learn how to analyze financial data to report on membership revenue and promotional trends.
- Demonstrated ability to establish and maintain effective working relationships both within and outside the organization; and to work well with others in team situations.
- Ability to work flexible hours, including some nights and weekends.

**Working Conditions:**

- Ability to cope with the stress of a fast-paced work environment.
- Ability to function in a high-pressure environment and to meet stringent deadlines for completing tasks.
- Ability to work in excess of a 40-hour week with irregular work hours when needed.
- Ability to stand or sit while maintaining alertness for several hours at a time.
- Position requires bending, leaning, kneeling, twisting, and walking.
- Ability to speak concisely and effectively communicate needs.
- Visual and auditory ability to respond to critical situations and physical ability to act swiftly in an emergency.
- Ability to view data on a computer and/or on paper for long periods of time.
- Ability to walk, stand, and sit (including on the floor) for long periods of time.
- Must be able to lift and carry supplies weighing at least 30 pounds.



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