



POSITION DESCRIPTION

Title: Marketing Assistant

Reports To: Marketing & Creative Director

FLSA Classification: Non-Exempt

Hours per Week: <29

Approved By: Executive Director & HR Administrator

Effective Date: January 2018

POSITION SUMMARY

The Marketing Assistant position assists with marketing and communications for the Evergreen Aviation & Space Museum (EASM) campus. Provides administrative support, performs general marketing tasks and assists with social media communications. This position requires an effective communicator who can provide outstanding service to internal and external customers by demonstrating respect, courtesy, and empathy.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Assists with creating a long-term social media plan and marketing calendar.
- Tracks social media analytics using appropriate software, and report results and new ideas to a supervisor.
- Creates compelling content and gets it shared by influencers.
- Creates viral loops on our Facebook Page, twitter, and blog accounts.
- Analyzes demographic data for marketing purposes.
- Organizes the ad buys and tracks in the marketing budget.
- Provides administrative support e.g. filing, creating documents, answering phones.
- Prepares mass mailings for memberships, donations, special events, etc.
- Coordinates with volunteers on the distribution of Volunteer Newsletter and managing Lifetime Memberships.
- Updates museum e-mail list for new members, volunteers, and newsletter sign-ups; and sends group e-mails.
- Assists with setting up and take down for special events.
- Posts museum events online.
- Performs other duties as assigned by supervisor.

QUALIFICATIONS

- Requires a high school diploma or GED; and an educational background in Marketing, Communication, or another related discipline.
- Requires one (1) year of work experience with marketing and/or social networking sites. Graphic design is experience is preferred.
- Any combination of experience and education will be considered instead of meeting exact qualifications.

KNOWLEDGE, SKILLS, AND ABILITIES

- Must be highly organized, with an ability to prioritize time-sensitive assignments.
- Must be an outside the box thinker.
- Must have knowledge of and ability to use social media technology to virally market an organization.
- Must have a general excitement to learn new skills.
- Outstanding customer service focus on interacting with internal and external customers while performing duties of this position.
- Ability to perform a variety of tasks concurrently in a demanding environment.
- Demonstrates confidentiality and trustworthiness in dealing with various situations.
- Good analytical thought process, including problem-solving and decision-making skills and abilities.
- Good interpersonal and communication skills, in person, in writing, and over the phone.
- Demonstrated responsibility for accuracy and timeliness of work performed.
- Computer-proficiency skills and abilities with Microsoft Office products and social media applications.
- Must be able to work a flexible work schedule, e.g. some evenings, weekends and holidays.

PHYSICAL DEMANDS

- Frequently works on a computer, including reading/viewing from a monitor.
- Constantly uses hands for grasping and holding objects that are necessary for performing in your position (for example mouse, phone, pen/pencil for writing, files, clipboard, etc.).
- Often performs tasks stationary and/or seated at an office desk or workstation.
- Often performs physical activity that requires climbing and/or twisting, walking and/or standing, bending, stooping reaching and kneeling.
- Often performs physical activity that requires pushing, pulling, lifting, and/or carrying 10 to 50 pounds in place or across a distance with or without supportive devices.
- Occasionally performs physical activity that requires pushing, pulling, lifting, and/or carrying up to 100 pounds in place or across a distance with or without supportive devices.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.