



Marketing Assistant

Job Type: Part-time

Classification: Non-Exempt

Salaried/Hourly: Hourly

Reports To: Marketing & Media Director

Position Overview

This role assists the Marketing & Media Director with the marketing of **Seasons: The Museum Store** and its offerings through social media, print, and online outlets. The Marketing Assistant will also occasionally assist with projects related to the promotion of the Customs House Museum & Cultural Center as assigned.

Essential Functions

While performing the duties of this job, the employee is regularly required to:

Seasons: The Museum Store

- Manage Seasons: The Museum Store's Facebook and Instagram social media accounts;
- Develop and post engaging social media, web & blog content that promotes products, sales, and events;
- Design attractive flyers, posters, signs, event invitations, and other graphics;
- Assist in the creation of a theme and design scheme for Seasons: The Museum Store's yearly holiday event "Noel Night";
- Update the featured products in the Seasons: Museum Store section of the Customs House Museum & Cultural Center's website using Wordpress content management system;
- Photograph and edit products for promotion;
- Design and prep artwork for product production using the Adobe Creative Suite.

General

- Update community calendars with monthly Museum events;
- Assist the Marketing & Media Director in the maintenance of PR mailing list;
- Collect data and create reports for social media and website, using tools such as Google Analytics;
- Serve as marketing support for special Museum fundraising events;
- Support the Museum's social media and marketing efforts in the Marketing & Media Director's absence;
- Other duties as assigned.

This job description is not designed to cover or contain all activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

Qualifications, Competencies and Physical Demands

- Minimum Secondary Education or GED;
- Some experience working with social media and managing projects;
- Basic knowledge of Adobe Creative Suite;
- Graphic design skills;
- Professional demeanor and appearance;
- Good people, communication, and writing skills;
- Must be a team player;
- Adaptable to a changing work environment;.

Preferred Qualifications

- Basic HTML or content management system knowledge;
- Associate's Degree or higher in communications, graphic design, or a related field.

Schedule

This is a part-time position scheduled for 16-24 hours per week, between Tuesday and Saturday.

- There is potential for additional hours associated with special projects, or during special events.

All new or vacant positions at the Clarksville—Montgomery County Museum, d.b.a. the Customs House Museum & Cultural Center will be filled by the selection of only fully qualified applicants, regardless of race, color, gender, religion, national origin, age, or disability who meet the job related criteria of the job description.

Employee Signature

Date