



**Madison Children's Museum  
JOB DESCRIPTION**

<b>Position Title:</b> Marketing Associate	<b>Division/Department:</b> Marketing
<b>Supervisor:</b> Visitor Services Manager & Marketing Supervisors	<b>FLSA Status:</b> Non-exempt, Part-time for 8-32 hours.
<b>Pay Grade:</b> \$8.50	<b>Date Updated:</b> 11/29/2017

**SUMMARY OF JOB SCOPE & RESPONSIBILITIES**

Marketing Associates serve as the direct and primary contact for all museum visitors, welcoming and interacting with visitors at the front desk to ensure a positive, friendly, and safe experience for all. Marketing Associates operate the point-of-sale system, Altru, and promote sales of memberships, gift shop merchandise, and museum programs. This position occasionally assists in the set-up, execution, and break-down of facility rentals and birthday parties, as needed. The Marketing Associate assists with keeping the museum safe for all visitors by disinfecting exhibits, the Concourse café, and touch points on a daily basis.

**ESSENTIAL JOB FUNCTIONS**

**1. Maintains staff presence at the front desk (45%).**

- Interacts with all visitors in a friendly, professional manner, delivering exemplary customer service.
- Greets visitors, explains museum rules, and answers visitor questions.
- Promotes and sells memberships at the front desk
- Promotes the sales of workshop tickets, gift shop merchandise, and café amenities
- Records attendance data and other types of visitor information as assigned.
- Records donations and sells other items as assigned.
- Operates cash register in accordance with proper cash handling procedures.
- Completes till audit paperwork at end of shift or closing, as assigned.
- Maintains an orderly workstation and contributes to the tidiness of all common work areas.
- Answers phone calls directed to the front desk.
- Observes Community Concourse exhibits; ensures that Water Spout exhibit is working properly and Montgomery Ward window is tidy.
- Maintains cleanliness of Community Concourse area; wipes down front desk counters and Montgomery Ward windows; assists café operators with ongoing cleanliness; does final cleaning at end of day in preparation for closing.
- Maintains a current knowledge of museum programs and events and the surrounding downtown area.
- Demonstrates appropriate use of exhibit components
- Reinforces museum guidelines for behavior.
- Restocks gift shop supplies as needed.
- Cleans up accidents as needed.

**2. Prepares and assists with facility rentals (30%).**

- Quickly lift, set up, and arrange equipment such as tables, chairs, etc. Deep clean exhibit spaces to be presentable to clients
- Staff space during event: direct visitors and answer questions, monitor cleanliness (clean up spills, empty trash, etc.), open exhibits for play, generally show off museum
- Breakdown equipment and clean spaces at end of evening in a timely manner • Required attire: MCM issued polo shirt, black dress pants or skirt, black shoes
- Role requires long periods of standing and the availability to work weeknight and weekend evenings, 4 p.m.-1 a.m.

**3. Prepares and assists with birthday parties (20%)**

- Prepare celebrations room and materials for party before family arrives
- Be comfortable leading program activities independently and working with parents. Keep party on track with designated schedule
- Serve as day-of liaison for coordinating catered birthday party food, cake and beverages
- Assist party client to ensure a positive experience
- Assist with after-hours parties if needed

**SECONDARY JOB FUNCTIONS**

**1. Performs other tasks as assigned by Supervisors (5%)**

- Assists with data entry tasks and mailings.
- Assists with maintenance of visitor amenity programs.
- Performs other duties as assigned.

**JOB QUALIFICATIONS**

Required Education or Work Experience

- Minimum of a high school diploma (or equivalent) required.
- Minimum of two years customer service and/or retail experience.

Required Knowledge and Skills

- Excellent oral communication skills; ability to tactfully and efficiently address visitor concerns.
- Intermediate computer skills.
- Excellent problem solving skills.
- Cashiering experience expected.
- Ability to lift up to 50lbs.

Preferred Knowledge and Skills

- Experience working with children.
- Bilingual English-Spanish.
- Previous accounting or cash drawer/till experience.

Other Qualifications/Requirements

- Open availability for weekend and evening work required.

**FACILITY RENTAL EVENING DIFFERENTIAL PAY**

Any Facility Rental shift in which the majority of the time falls after 5:30 pm is eligible for Facility Rental Evening Differential Pay. The shift must be 2 or more hours to qualify for FRED. FRED pay adds a bonus of \$2 per hour and can be applied in 15 minute increments.

## **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

This position requires the ability to do one or more of the following throughout the day: stand, walk, sit, bend and reach above and below shoulder level. Involves frequent repetitive motion (typing, filing, etc.). The noise level in the work environment is variable and unpredictable, ranging from quiet to loud.

## **DISCLAIMER**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Madison Children's Museum is an equal opportunity employer and fully subscribes to the principles of equal employment opportunity. It is the policy of this company to provide employment compensation and other benefits related to employment based upon qualifications, without regard to race, color, religion, national origin, age, gender, veteran status, disability, or any other basis prohibited by federal or state law. As an equal opportunity employer, this company intends to comply fully with all federal and state laws and the information requested on this application will not be used for any purpose prohibited by law.

## **To Apply**

Please submit resume and cover letter to Matthew Shutler at [mcmjobs@madisonchildrensmuseum.org](mailto:mcmjobs@madisonchildrensmuseum.org).