

Position title: Marketing & Communications Assistant

Supervisor: Marketing & Communications Manager

Employment Status: Hourly, Nonexempt

Department: Marketing & Communications

Hours: 40 hours/week

Location: In-person or hybrid

Compensation: \$20/hour, a summary of benefits is available at the bottom of this announcement

JOB SCOPE & RESPONSIBILITIES

Madison Children's Museum offers exhibits, programs, events, and other opportunities for children and their families to explore and learn through play. The museum is playful, creative, quirky, and full of surprises for visitors. We work to make the museum's communications reflect and amplify that same energy.

The Marketing & Communications Assistant works as part of the marketing team to drive visitation, promote membership sales, and encourage donations. They primarily create engaging visual and written content and broadcast it to the public through the museum's social media channels, via our own and partners' websites, and within the museum proper.

The Marketing & Communications Assistant participates in marketing meetings, has a chance to contribute creative ideas and partner on strategy, and assists in other aspects of the department's work, centering the well-being of children and families. The successful candidate will have a flair for writing and an eye for design, and can work under direction but also manage their own projects.

ESSENTIAL JOB FUNCTIONS

25% Events/programs promotion

- Write engaging promotional copy and coordinate images
- Update MCM's WordPress website with event information/images
- Post event listings on third-party event calendars
- Create in-museum promotions for upcoming events (digital & posters)
- Design temporary handouts/signs for events

25% Social media management

- Manage the museum's social media channels (primarily Facebook & Instagram)
- In consultation with the Marketing & Communications Manager, create social media strategy and calendar to further the museum's marketing goals
- Create images, copy, and some video for social media posts

- Work with staff in other departments to promote all aspects of the museum's work on social media
- Work with the Marketing & Communications Manager to create and execute paid promotion strategy on social media channels
- Monitor and respond to comments/direct messages
- Research tools and trends to keep the museum's marketing current, effective, and efficient

25% Marketing & Communications Department administrative assistance

- Maintain/update the museum's photo archive and other digital assets
- Answer phones at times, including covering the general museum phone lines
- Work with the Membership Manager to process memberships as needed
- Fulfill requests for donations of passes from the museum (e.g., for another nonprofit's silent auction)
- Track and log media coverage
- Assist the Marketing & Communications Manager with other duties as required

15% Temporary signs and in-house promotion

- Utilize brand guidelines and templates to create temporary signage and handouts for use in the museum
- Work under the direction of the museum's Director of Design & Exhibit Development to ensure that all designs are on brand

7% Attending and documenting museum events

- Take photos/shoot video at museum events, including exhibit openings, education programs, Adult Swims, outreach events, expos, and fundraisers (includes some nights & weekends)
- Represent the museum in a friendly, professional, and informed manner
- Provide staffing assistance as needed

3% General museum duties (required of all MCM staff)

- Spend 4 hours per month assisting the museum's Visitor Services Department on the floor when the museum is open
- Participate in all-staff cleaning days (usually 4 hours, twice a year)
- Staff "all-hands-on-deck events," including SummerPalooza and the American Girl Benefit Sale (both in June in 2023)

QUALIFICATIONS

Education/Experience

- BA in marketing or other relevant field or commensurate demonstrated experience

Required skills

- Excellent writing skills — you can learn the brand voice and convey a message creatively, entertainingly, and concisely
- Good instinct for design — you can utilize brand guidelines to create engaging, on-brand materials using basic graphic design software (i.e., Canva)
- Experience and interest in social media — you are familiar with multiple social media formats, and you can develop engaging social media content with photography, graphic design, and video; you're interested in keeping on top of the various changes in social media platforms and trends; you are creative in keeping an audience engaged and growing
- Organized and self-motivated — you can keep track of and run projects assigned to you independently, file resources in ways others can locate them as needed, anticipate the needs of your projects, and keep on top of assigned tasks
- Open to feedback — you seek out input and feedback on your work from stakeholders, you can incorporate edits from multiple people, you learn from the feedback you're given to improve future work
- Excellent interpersonal skills — you enjoy interacting with others and can work collaboratively with colleagues and outside partners
- Customer service skills — you can answer phones, emails, or in-person interactions with warmth and help people get the information or help they need
- You are enthusiastic about making the world a better place for children — you have an understanding of the social, economic, and systemic pressures on caregivers; you can talk to children in a way that's warm and welcoming

Preferred skills

- Editing to style — your own writing is error free; you can help others with substantive editing, copyediting, and proofreading; and you can edit to style and voice
- Photography — you can use a smartphone or digital camera to take engaging photos of people, exhibits, and other subjects
- Familiarity working with WordPress for web management and basic familiarity with html
- Familiarity with an email program such as Emma or Constant Contact

Really nice, bonus skills

- Bilingual in another language spoken in our community
- Video production/editing
- Some other random skill that you never thought you'd use in a professional environment but likely will, eventually, here (real examples from other museum

staff include blacksmithing, bartending, Tarot reading, knitting, plastic bag percussion...)

Other job requirements

- Must be able to work in person during normal business hours at least 3 days per week; remote work possible on other days
- Must be able to work occasional nights & weekends
- Must respect and value access, diversity, equity, and inclusion

BENEFITS

- Health, vision, and dental insurance. Participation in our offered employee benefit plans is effective the first of the month following date of hire.
- Life Insurance
- Long term disability insurance
- Participation in 401(K) Retirement Plan after two months of employment with a 2% match.
- 10 paid holidays per year
- 16 days of paid time off per year
- Free MCM membership with reciprocal benefits at thousands of other museums

TO APPLY

Email cover letter, resume, one (1) brief writing sample, and three (3) references to mcmjobs@madisonchildrensmuseum.org. PDF file format only. For best consideration, apply by 2/12/2023. Applications will be accepted until the position is filled. Find this job posting and more information at madisonchildrensmuseum.org/about/work-at-mcm/employment/

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 Affirmative Action Plan/Equal Opportunity Employer and does not discriminate against any employee or applicant because of sex, age, race, color, religion, marital or student status, disability/handicap, national origin or ancestry, income level or source of income, arrest or conviction record less than honorable discharge, gender identity, physical appearance, sexual orientation, or political beliefs. Offers of employment are contingent upon the completion and approval of a background check.

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