



**Job Title:** Marketing Assistant

**Reports to:** Director of Marketing

**Weekly Hours and Schedule:** 12-15 hours per week over 2-3 days; hybrid optional

**Hourly Rate:** \$16-\$18

**Date:** March 22, 2022

**Position overview:** The Marketing Assistant supports the Marketing and Membership department with communications projects including surveys, email blasts, website maintenance, research, and marketing resource maintenance.

### **Principle Duties and Responsibilities**

- Help to maintain Museum website by posting events and programs, operating hours, job openings, and other content edits as needed; document website maintenance procedures
- Post programs, events, and Museum hours to 3rd party websites
- Create and distribute weekly and monthly program press releases to regional and local media
- Create and send announcement and reminder emails for registration-required events, including Especially for Me and Speaker Series events
- Create and send pre- and post-event surveys for Speaker Series events
- Assist with Speaker Series promotion by researching interested audiences and sending informational emails
- Create and send blog, Visitor Survey, and announcement emails
- Maintain contact list for press release distribution to local and regional media as well as educational, industry, and government organizations
- Assemble and mail marketing collateral to sponsors and other partners
- Manage print projects
- Additional duties as needed

### **Required Education, Knowledge, and Skills**

Associates degree or equivalent education and experience required; 2-3+ years' experience in marketing and public relations preferred; proactive self-starter with initiative, drive, and flexibility; ability to multi-task in a fast-paced environment essential; strong attention to detail required; excellent communication skills; strong working knowledge of Microsoft Word and Excel; familiarity with Constant Contact or other email marketing and survey tools a plus.

### **Supervision**

Reports directly to Director of Marketing; overseen on projects by Marketing Manager

*To apply, please send resume and cover letter to Ann Sgarzi at [asgarzi@discoveryacton.org](mailto:asgarzi@discoveryacton.org), with the position title in the subject line. Please let us know how you heard about the position. No phone calls, please.*