

**Job Title: School Programs Marketing Assistant**

**Reports to:** Director of School and Group Programs

**Weekly Hours:** 15 hours/week

**Weekly Schedule:** 3 to 4 days flexible schedule

**Date:** January 27, 2022

**Position Overview**

Supports the day-to-day marketing efforts of the School & Group Programs department to grow the Museum's Traveling Science Workshops and Field Trips programs. Includes prospect and market research; business analysis; database maintenance; email, print, and phone communications; and conference and trade show support.

**Principal Duties and Responsibilities:**

- Research and analyze market opportunities and help to identify new target customers
- Reach out to new targets through direct email and follow-up phone calls
- Support program expansion within current schools and towns served as well as "new to us" schools and towns
- Maintain communications with existing customers including email check-ins and pre-visit and follow-up outreach
- Prepare teacher e-blasts six times per year
- Maintain supply of brochure materials and assist with updates and printing as needed
- Prepare monthly status reports
- Maintain proprietary relational database
- Handle event registration, materials, and logistics for school marketing conferences (2-3 per year)
- Leverage the Museum's social media properties to promote School & Group Programs
- Other responsibilities as needed.

**Qualifications & Skills:**

- Proactive self-starter with initiative, common sense, and flexibility
- Strong attention to detail
- Excellent verbal and written communication skills, including the ability to make "cold calls"
- Effective project management skills essential
- Ability to multi-task in a fast-paced environment
- Strong working knowledge of MS Word and Excel
- Experience with Constant Contact or other email marketing tool or basic understanding of HTML a plus
- Experience with relational databases a plus

- Basic understanding of social media and online forms
- Ability or interest in photography or videography a plus

**How to Apply:** Please email cover letter and resume to Jill Foster ([jfoster@discoveryacton.org](mailto:jfoster@discoveryacton.org)) with the position title in the subject line. No phone calls please.

Discovery Museum is an Equal Opportunity Employer and committed to providing a welcoming and inclusive space for all. We believe that a diversity of thoughts, experiences, backgrounds, personalities, and identities helps us think bigger and better, and enables us to reach our goals more effectively. We are committed to building a diverse staff and encourage individuals from all backgrounds to apply.