

POSITION DESCRIPTION

MARKETING ASSISTANT

Part-time, 20 hours a week, pay \$15 per hour

Monday through Friday, with some nights and weekend events (flexible, but generally 9:00 am – 1:00 pm)

As a member of the Development Team, the Marketing Assistant at the Fort Collins Museum of Discovery (FCMoD) will be responsible for social media content creation, digital and website support, production of marketing materials, administrative marketing support, data analysis, and more.

The ideal candidate is confident in their ability to perform this important work on behalf of FCMoD but is also open to feedback and new ideas. Working at FCMoD is a collaborative effort, and this position requires the ability to work within a team, as well as across all areas of the museum in order to create an unparalleled experience for the visitors the museum serves. In addition, the candidate must be a self-starter with a strong customer service ethic, the ability to analyze situations and troubleshoot problems, and deliver appropriate solutions to potential challenges.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Reports to the Marketing and Communications Manager
- Assist with the administrative upkeep of marketing outlets, including: My Emma, internal touchpoints, social media, the website, and more
- Update website calendar with internal programs and events
- Create social media content through photography, copy writing, scheduling, and follow through engagement
- Organize and submit monthly external public partner calendar submission requests
- Research projects for bench marking, marketing planning, and implementation
- Write copy for a variety of marketing outlets, including: press releases, the website, social media, and more
- Track analytics and assist with evaluation efforts for the Marketing & Design departments
- Work with marketing staff to determine project scope and requirements
- Interact professionally to develop creative solutions with museum staff
- Be a part of the FCMoD team and help provide the best visitor and donor experiences possible by being available to assist during peak visitation and special museum and community events
- Regularly attend meetings related to the function of the Marketing Assistant position
- Other duties as assigned

KNOWLEDGE, SKILLS, & ABILITIES

- General knowledge of photography, use of photographic materials, and digital photo manipulation
- Ability to handle multiple work assignments and meet strict deadlines
- Ability to communicate effectively both orally and in writing
- Be detail-oriented, calm under pressure, and willing to both learn and teach
- Proficiency with computers, including Microsoft Office and the internet
- Ability to keep and maintain accurate records
- Ability to work in a fast-paced environment, able to analyze situations, responding quickly to deliver effective solutions
- Ability to establish and maintain effective working relationships with co-workers

EDUCATION & EXPERIENCE

High school diploma or general education degree (GED) required. College-level, technical coursework, or equivalent experience/expertise in Communications, Marketing, Advertising, or related field preferred.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.

VALUES-BASED BEHAVIORS

- Listens attentively to others. Asks clarifying questions to gain a better understanding of the other person's views and assumptions
- Works effectively in a team environment and actively participates in joint problem solving; willingly cooperates with co-workers
- Identifies and takes advantage of opportunities for personal and professional development
- Comes to meetings prepared and on time; honors work commitments; follows through on commitments; meets deadlines
- Collaborates with other work groups and outside organizations as appropriate, in a proactive and responsive manner



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- Honors the private and confidential matters of co-workers. Protects the proprietary and confidential information of FCMoD
- Follows rules, regulations, and policies. Positively contributes to implementing changes

PHYSICAL DEMANDS

While performing the duties of this job, employee is regularly required to stand, walk, and sit; extended periods of walking and moderate physical activity required. Use hands to feel and manipulate tools and materials, and reach with hands and arms. Employee must frequently lift and/or move up to 50 pounds. FCMoD adheres to requirements set forth by the Americans with Disabilities Act (ADA).

CERTIFICATES, LICENSES, & REGISTRATIONS

A valid Colorado driver's license is required.

APPLICATION PROCESS

Submit electronic cover letter, resume, and three professional references to: Kristin Rush: Marketing & Communications Manager, krush@fcmod.org. Applications will be reviewed and selected candidates will be interviewed. Additional analysis may be conducted. Hiring is conditional upon a successful background check; additionally, a drug screening may be required.

FOR OFFICE USE UPON HIRE

I have reviewed and understand the essential functions of this job description and am able to perform each function with / without (circle one) accommodation. I further acknowledge that this job description is a general description of the duties of this position and changes in responsibilities may be required periodically by my supervisor.

Signature

Date