



Marketing Assistant

Part-Time Hourly Position: 25 hours weekly

Pay: \$15- \$17 per hours (dependent on qualifications)

General Objective: The Marketing Assistant is responsible for working with the Marketing Coordinator in developing and executing the initiatives that promote The Schiele Museum throughout the region in accordance with organizational priorities and strategies. The Marketing Assistant uses independent decision-making and marketing expertise to craft and execute brand awareness and ensure customer satisfaction, working closely with the Marketing Coordinator, Graphic Designer, and Director of Development. This position will be required to interface directly with the public via museum and community events, exhibit openings, and through social media, as well as work collaboratively with news outlets, corporate sponsors, and museum staff.

Essential Skills

To ensure success, he/she must be able to demonstrate:

- Strong organizational and planning skills; ability to manage and prioritize multiple projects.
- Quality communication skills, both written and spoken.
- Exceptional video filming and editing skills (Adobe Premiere Pro and short-form social media production).
- Proficiency in Microsoft Office and Google Suite applications.
- Experience with SEO, marketing research, and analytics preferred.
- Ability to learn a variety of applications and operating systems.

Duties and Responsibilities:

Work with the Marketing Coordinator to maintain The Schiele Museum's digital presence.

Promote The Schiele Museum through various media channels and at in-person events.

- Monitor social media channels to respond to customer comments and questions.
- Produce video content for YouTube, TikTok, Instagram, and other channels.
- Assist with campaign project management and customer database maintenance.
- Coordinate media appearances with local press and museum staff.
- Help with planning and setup for special events; recruit vendors as needed.
- Interact with museum visitors during special events.
- Engage with museum visitors and community partners both online and in person.

Educational

Bachelor's degree or associate's degree with a specialization in marketing, business administration, communications, or English preferred. An equivalent amount of experience may be considered.

Work Schedule

The Marketing Assistant needs to be flexible and should be ready and willing to work during daytime hours, with occasional evenings and/or weekends required for special on-site events/promotions or off-site marketing/publicity events. Social media monitoring after hours is required on a rotating basis.