



Marketing Assistant

Part-Time Hourly Position: 25 hours weekly

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

General Objective: The Marketing Assistant is responsible for working with the Marketing Coordinator to develop and execute the initiatives that promote The Schiele Museum. 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 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.
- Exceptional communication skills, both written and spoken.
- The ability to create content and effectively interact with customers via social media (Facebook, Instagram, LinkedIn, YouTube).
- Proficiency in Microsoft Office and Google Suite applications. Experience with Adobe Creative Cloud is a bonus.
- Willingness 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.
- Assist with campaign project management and customer database maintenance.
- Interact with museum visitors and community partners both online and in person.
- Represent the museum at off-site events.
- Take photos and film videos for a variety of purposes including social media content.

Education

Bachelor's degree or associate's degree with a specialization in marketing, business administration, communications, or English preferred. Equivalent 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 some 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.