

Job Title: Marketing Assistant

Department: Marketing

Reports to: Director of Marketing

Employment Status: Full-time; salary range \$37,000 - \$40,000

Position Summary:

The Marketing Assistant plays a key role in museum communications and marketing in helping to support and construct the overall museum story through successful marketing campaigns and in the development of creative visual assets. The Marketing Assistant will support the Marketing Director in executing marketing campaigns, managing social media platforms, creating content, and analyzing performance metrics. This position is also responsible for the design and production of a variety of marketing materials including membership collateral, development brochures, mailings, advertisements, catalogs, and other marketing materials. This person is a team player who works cooperatively with development, curatorial, education, public programs, and visitor services to develop consistent messaging and visual representations of the museum. This role is ideal for someone with a passion for art and a keen interest in marketing and communications and an acumen for verbal, written, and visual communication and an interest in marketing, sales, and art.

Institutional Responsibility:

- Actively contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation, and openness to many perspectives
- Participate in a culture of ongoing learning, collaboration, innovation, creativity, and community engagement.
- Support the CAM's mission, values, vision, and core commitment to the visitor experience, community engagement, and institutional relevancy for the future.
- Contribute to and support CAM's strategic plan, annual priorities, and institutional initiatives.

Duties/Responsibilities:

- Assist in the development and execution of marketing campaigns for exhibitions, events, and educational programs.
- Develop printed and digital marketing material for a variety of museum departments, including, but not limited to, program flyers, member bulletins, Museum School catalogs, and mailings.
- Manage the museum's social media accounts (Facebook, Instagram, LinkedIn, Twitter, and TikTok) including content creation, scheduling, and engagement.
- Help maintain and update the museum's website with current information about exhibitions, events, and other news.

- Assist in organizing and promoting museum events, including openings, special programs, and community outreach activities.
- Track and analyze the performance of marketing campaigns and social media activities, providing reports and recommendations for improvement.
- Collaborate with other departments to ensure consistent messaging and branding across all platforms.
- Conduct market research to identify trends and opportunities for audience engagement and growth.
- Support the Marketing Director with administrative tasks and other duties as needed.

Qualifications

Bachelor's degree in Business, Marketing, Communications, Art History, or a related field.

Proven experience in marketing, social media management, or a related role, preferably within a cultural or non-profit organization.

Graphic design skills and proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Excellent written and verbal communication skills.

Proficiency in social media platforms and tools (e.g., Hootsuite, Buffer).

Familiarity with content management systems (CMS) (Blackbaud Altru) and email marketing software (Constant Contact).

Strong organizational skills and the ability to manage multiple projects simultaneously.

Creative thinking and problem-solving abilities.

Passion for art and a strong interest in museum work.