

**The Schiele Museum of Natural History**  
**Position Description**

**Position Title:** Marketing Coordinator  
**Hiring Range:** \$40,000 - \$50,000 (*dependent on qualifications*)  
**Projected Hiring Salary:** \$40,000 + Benefits

**Job Summary:** The Marketing Coordinator is responsible for developing and executing marketing plans and initiatives that will promote The Schiele Museum of Natural History throughout the region in accordance with organizational priorities and strategies. Uses independent decision-making and marketing expertise to build awareness of the organization's brand and customer satisfaction. Responsible for overseeing the visitor's first impression of the Museum through quality customer service and active engagement of visitors in person and via digital platforms. 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.

**RESPONSIBILITIES**

1. Develops and implements the marketing strategy to promote The Schiele Museum's exhibits, workshops, events, rentals and other initiatives in accordance with the Mission and revenue goals of the Museum.
  - a. Creatively develops marketing approaches to support overall marketing strategy.
  - b. Writes and distributes press releases and other promotional material;
  - c. Maintains media contacts and media lists and cultivates these relationships;
  - d. Serve as the point person for public relations, advertising & other outside events;
2. Works in conjunction with the Director of Development to:
  - a. identify and cultivate relationships with corporate businesses for collaborative partnerships and to secure sponsorships;
  - b. develop strategies for marketing school programs, events, and exhibits;
  - c. develop an annual marketing budget.
3. Updates and maintains The Schiele Museum's digital presence
  - a. Serves as primary web administrator;
  - b. Experience with and fundamental knowledge of web analytical tools and interfaces, and be familiar with SEO best practices;
4. Manage Schiele Mascot.
  - a. Recruit mascot volunteers to do events and promotional tasks;
  - b. Clean, maintain, pack up, store in safe place;
  - c. Hold responsibility for care and location of mascot.
5. Other duties as assigned.

**Qualifications:** Bachelor's degree in marketing, communications, business or related field, and marketing experience required. Must be highly professional in appearance and demeanor with excellent verbal, written, and presentation skills. Must have above-average level of organization, motivated and have a strong commitment to customer service and teamwork in order to manage multiple projects in a fast-paced and deadline-driven environment. Strong analytical and decision making skills, technical skills in website development and maintenance, as well as proficiency in management of social media efforts and engaging with customers via various platforms required. Knowledge and understanding of search engine marketing is a plus. Experience using data to plan and evaluate marketing functions, as well as a proven track record of achieving marketing goals. Experience with CRM, marketing research and

analytics highly-preferred. Must be proficient in Microsoft Office Suite products – Word, Excel, PowerPoint, as well as social media platforms and website management (Joomla). Ability to work a flexible schedule that will include work on evenings and weekends. Valid driver's license required.

The Marketing Coordinator reports directly to the Director of Development and is an integral part of the Advancement Team. Candidates that have a demonstrated ability to work collaboratively, succeed at meeting deadlines, and ability to stay in front of and on top of digital trends are highly preferred.

**Physical Demands:**

**The physical activity of this position includes:**

- **Stooping:** Bending body downward and forward by bending spine at the waist. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
- **Kneeling:** Bending legs at knee to come to a rest on knee or knees.
- **Crouching:** Bending the body downward and forward by bending leg and spine.
- **Reaching:** Extending hand(s) and arm(s) in any direction.
- **Standing:** Particularly for sustained periods of time.
- **Walking:** Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.
- **Pushing:** Using upper extremities to press against something with steady force in order to thrust forward, downward or outward.
- **Pulling:** Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
- **Fingering:** Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand or arm as in handling.
- **Grasping:** Applying pressure to an object with the fingers and palm.
- **Feeling:** Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of the fingertips.
- **Talking:** Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- **Hearing:** Perceiving the nature of sounds at normal spoken word levels with or without correction. Ability to receive detailed information through oral communication, and to make fine discriminations in sound, such as when making fine adjustments on machined parts.
- **Repetitive Motions:** Substantial movements (motions) of the wrists, hands and/or fingers.

**The physical requirements of this position:**

Light Work: Exerting up to 25 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Office Environment Work and the worker sits most of the time, the job is rated for Light Work.

**The visual acuity requirements including color, depth perception and field of vision:**

- The worker is required to have close visual acuity to perform one or more of the following: preparing and analyzing data and figures. accounting. transcription. computer terminal. extensive reading. visual inspection involving small defects, small parts, operation of machines (including inspection). using measurement devices.
- The worker is required to have visual acuity to perform one or more of the following:

Special Requirements/Additional Information:

- Must have an intermediate knowledge of Social Media platforms (Facebook, Instagram, Twitter, & Google Business).
- Must have a basic knowledge of Microsoft Word.
- Must have basic knowledge of Microsoft Excel.
- Must have basic knowledge of or be able to learn Joomla, Constant Contact, and Hootsuite.
- Must have a basic knowledge of Google Drive or similar cloud storage solutions.

**The conditions the worker will be subject to in this position:**

None: The worker is not substantially exposed to adverse environmental conditions (such as in a typical office or administrative work environment).

Must possess a valid appropriate driver's license with acceptable driving history.

Drug screening and a criminal background are required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Schiele Museum of Natural History and Planetarium, Inc. is an Equal Opportunity Employer - M/F/H

**Work samples must be included with completed application.**