

FLINT CULTURAL CENTER CORPORATION

601 E. Second Street

Flint, MI 48503

JOB POSTING

Job Title: Marketing Assistant
Location: Administrative Offices of Sloan Museum of Discovery and Longway Planetarium
Reports To: Marketing Manager
FLSA Status: Exempt

GENERAL DESCRIPTION

Sloan Museum of Discovery and Longway Planetarium are seeking a Marketing Assistant to implement daily marketing operations, including print distribution, administrative tasks, social media management, and a variety of other duties as assigned. In social media environments, this role is responsible for cultivating Sloan Museum of Discovery and Longway Planetarium's brand as thought leaders in science and history education, as destinations for family fun, and as premier resources for hands-on science and social studies field trips, outreach programs, summer camps, and Girl Scout/Boy Scout programs. This is a full-time position requiring a commitment of 40 hours per week, with some evening and weekend work required.

RESPONSIBILITIES

- **Print distribution:** Maintains flyer racks and posters inside Sloan Museum of Discovery and Longway Planetarium. Distributes flyers and posters to over 100 locations in Flint and Genesee County on a monthly basis. Prints posters and flyers in-house. Assists with occasional in-house direct mailings and other print distribution opportunities.
- **General administration:** Proofreads all marketing materials. Processes coupons and mail, and responds to visitors' and organizations' requests for information. Supports Marketing Manager by coordinating product ordering with vendors, maintaining files, coordinating mailings, and executing projects and tasks as assigned. Runs marketing-related errands. Assists in accounting coordination.
- **Social media management:** Plans and executes Facebook ads campaigns to drive attendance and revenue. Plans and executes social media strategies and campaigns, including both written and multimedia content development for Facebook, Instagram, and Twitter. Acts as social media manager and provides excellent customer service on all platforms. Creates monthly social media calendars and reports. Photographs educational programs and events and creates real-time social media content. Creates production orders for social media graphic design needs.
- **Web presence:** Manages both internal and external web calendars. Shares responsibility for ensuring internal website and external web listings are up-to-date. Makes updates as appropriate, and identifies ways to improve search engine optimization, website impact and usability. Runs analytical reports, utilizes data for ongoing initiatives.
- **Database management:** Maintains hygienic databases, enters new contacts, monitors processes, runs reports and contributes to improvements. Transitions data between email marketing platform and primary database.
- **Community Engagement:** Communicates about Sloan Museum of Discovery and Longway Planetarium exhibits, shows, and educational programs at resource fairs and outreach events. Actively seeks out opportunities to build relationships with community members in Flint and surrounding areas, including attending events and meetings. Acts as an ambassador for the Sloan Museum of Discovery and Longway Planetarium, and explores ways to better serve the community.

QUALIFICATIONS

- High school diploma or GED required, Bachelor's degree preferred.
- 1-2 years of experience in non-profits, marketing, communications, public relations, or education preferred.
- Must have excellent writing, proofreading, and editing skills, including the ability to tailor messages for various audiences.
- Must be a savvy user of various social media platforms. Experience managing Facebook ads preferred.
- Must be an independent self-starter who exercises sound judgement, prioritizes, and takes ownership of tasks and responsibilities.
- Must be comfortable driving around Flint and Genesee County for flyer distribution and events.
- Attention to detail and accuracy, effective problem-solving and reasoning skills are essential.
- Manages time efficiently and effectively. Excellent at follow through of tasks according to deadlines.

**Job
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Qualifications:**

- Follows directions and communicates with Marketing Manager on a regular basis while completing tasks in a timely manner.
- Proficient in all MS Office programs, including Word and Excel.
- Ability to work flexible hours, including occasional nights and weekends.
- Exceptional phone communication skills.

Pay Range **\$30,000-\$35,000**

To Apply: **Email 3 sample social media posts and your cover letter, resume, and references to hr@fcccorp.org**
or mail to:

Flint Cultural Center Corporation
Attention: Human Resources
601 E. Second Street, Flint, MI 48503

APPLICATIONS THAT DO NOT CONTAIN ALL OF THE REQUESTED MATERIAL WILL NOT BE CONSIDERED FOR THIS POSITION

Date Posted: 6.7.19 Posting will remain active until filled.

The Flint Cultural Center Corporation is an Equal Opportunity Employer.