

FLINT CULTURAL CENTER CORPORATION

601 E. Second Street

Flint, MI 48503

JOB POSTING

Job Title: Marketing Assistant
Location: Longway Planetarium and Sloan Museum
Reports To: Marketing Manager
FLSA Status: Non - Exempt

GENERAL DESCRIPTION

Job Description and Qualifications: Sloan Museum and Longway Planetarium are seeking a Marketing Assistant to implement daily marketing operations, including social media management. In social media environments, this role is responsible for cultivating Sloan Museum and Longway Planetarium's brand as thought leaders in space science and regional history, as destinations for family fun, and as premier resources for hands-on science and social studies field trips, outreach programs, and Girl Scout and Boy Scout programs. This is a part-time position requiring a commitment of 25-29 hours per week.

RESPONSIBILITIES

- 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.
- Manages paid Facebook advertising campaigns using Ads Manager.
- Photographs educational programs and events and creates real-time social media content.
- Creates production orders for social media graphic design needs.
- Coordinates distribution of print marketing materials to various locations in Flint and Genesee County. Prints posters and flyers in-house.
- Ensures internal marketing pieces are up-to-date, including flyers, posters, and digital signage.
- Manages customer databases, including updating email marketing subscriber lists.
- Plans and executes email marketing using GetResponse.
- Submits events to both internal and external online calendars.
- Communicates about Sloan Museum and Longway Planetarium exhibits, shows, and educational programs at resource fairs and outreach events.
- Processes coupons and mail, and responds to visitors' and organizations' requests for information.
- Assists with direct mailings.
- Proofreads all marketing materials.
- Performs other duties as assigned.

QUALIFICATIONS/SKILLS REQUIRED

- Excellent at follow through of tasks according to deadlines.
- Must be able to work independently, exercise sound judgement, and prioritize tasks.
- Attention to detail and accuracy, effective problem-solving and reasoning skills are essential.
- Manages time efficiently and effectively.
- Follows directions and communicates with Marketing Manager on a regular basis while completing tasks in a timely manner.
- Must be a savvy user of various social media platforms. Experience managing Facebook ads preferred.
- Must be proficient in all MS Office programs, including Word and Excel.
- Ability to work flexible hours, including occasional nights and weekends.
- Exceptional phone communication skills.

EDUCATION AND/OR EXPERIENCE

Must have valid driver's license and vehicle. Experience in marketing, communications, public relations, customer service, or education preferred. Knowledge of K-8 educational contexts, regional history, and/or science preferred.

To Apply: Email resume, cover letter, references, and 3 sample social media posts to hr@fcccorp.org OR mail to:
Flint Cultural Center Corporation
Attention: Human Resources
601 E. Second Street, Flint, MI 48503

Date Posted: 04.13.18 **Posting will remain active until filled.**
The Flint Cultural Center Corporation is an Equal Opportunity Employer.