

ADMINISTRATIVE MARKETING COORDINATOR JOB DUTIES

Position Description

OVERVIEW

Term:	Permanent Full Time. Employment may be terminated or extended at the will of the VMHA.
Start Date:	Immediately
Schedule:	Generally, Monday – Friday, 8 hours per day, 40 hours per week. 8:30 am to 5:30 pm. or as needed, with weekends and evenings included.
Wage:	\$32,473 - \$48,252 This is an hourly position. Wage increases based on performance review.
Benefits:	As determined by VMHA Personnel Policies. 403B Retirement Plan, health, vision and dental insurance, paid holidays, personal and sick leave. (Addendum A)
Reports to:	Executive Director
Employer:	The VMHA will contribute to the State Unemployment fund for the employee and will provide Worker's Compensation to cover the employee in case of a work-related injury.

Position Overview:

The Administrative Marketing Coordinator manages all Museum communication and marketing efforts and provides administrative support for the Executive Director. Marketing duties include designing, writing and coordinating for print, website, social media and Mail Chimp. The coordinator provides support for accounting, membership and volunteers; and contributes to the visitor services team effort by staffing the front desk on rotation, making sales and greeting the public.

Essential Job Functions:

Marketing

1. Coordinate all marketing and public relations

- a. Assist Executive Director in developing and implementing strategic marketing campaign.
- b. Conceptualize the creative content for all Museum collateral materials.
- c. Design, write for and manage website content and updates, social networking sites and Mail Chimp.
- d. Collaborate closely with curatorial staff to promote events, projects, exhibits and programs
- e. Collaborate with other Museum departments to develop quarterly Museum magazine and monthly e-news.
- f. Ensure consistency and continuity of communications that reach both internal and external stakeholders.
- g. Work closely with Executive Director to evaluate and assess the effectiveness of marketing strategies.

Administrative Support

2. Provide administrative support in business office

- a. Assist Executive Director.
- b. Make purchases of supplies, equipment and other products and services at the direction of the ED.
- c. Maintain office equipment and computer network (as possible or order service from contractors)
- d. Setup and coordinate meetings and conferences.
- e. Setup accommodation and entertainment arrangements for company visitors.
- f. Meet and greet clients and visitors.
- g. Act as receptionist (answer phones, refer calls, receive cash)
- h. Create and modify documents using Microsoft Office suite of programs.
- i. Coordinate and maintain records for staff office space that include hard copies and an electronic filing system.
- j. Perform general clerical duties to include but not limited to photocopying, faxing, mailing, and filing.
- k. Sign for and distribute UPS/Fed Ex/ Airborne packages.
- l. Support staff in assigned project-based work.
- m. Provide office orientation for new employees.

3. Visitor Services Support

- a. Staff front desk on rotation
- b. Welcome public, orient them to the Museum, make sales using Square POS system
- c. Fill in for Museum attendants when ill or absent
- d. Delegate tasks to attendants
- e. Work with Museums Services Manager and Executive Director to produce merchandise for the store

4. Associate Membership Program Support

- a. Assist with recruitment and drive activities
- b. Oversee mailings

5. Board of Directors Support:

Act as recording and administrative secretary for Board of Directors

- a. Assemble monthly Board packets at the direction of the Executive Director
- b. Upload monthly Board materials to the Board Portal on the VMHA website
- c. Advertise Board meetings and maintain Board roster and binders
- d. Transcribe minutes for Board meetings.

Education:

Bachelor's or Associate degree from an accredited college including coursework in business, administration and marketing AND two (2) or more years of experience working in administration or marketing

Requirements:

Excellent verbal and written communication skills with attention to detail

Knowledge of traditional and digital marketing tools

Demonstrated ability to prioritize, manage time, meet deadlines and multi-task

Excellent organizational skills and the ability to manage projects in different stages

Flexibility

Excellent customer service skills

Proficient in:

Microsoft Suite (Outlook, Word, Excel, PowerPoint, SharePoint, Teams), Square Point of Sale, Mail Chimp and Word Press

Preferred: Adobe Photoshop, Canva, Facebook, Past Perfect on-line, AV production

This job description is not intended to be all-inclusive. All Museum employees are expected to perform other duties in response to the ongoing needs of the organization.

ADDENDUM A

Description of Benefits

The Administrative Marketing Coordinator shall receive benefits as approved by the Board of Directors and allowed by the VMHA By-Laws including:

A. Participation in the established 403 (b) retirement savings program. The VMHA will contribute matching amounts (6.75% match of annual earnings after 6 months of service) as described in the company's 403 (b) plan.

B. Health Insurance: The VMHA will pay up to 100% of monthly premiums for the Administrative Marketing Coordinator. Full Time employees may choose to pay an additional premium to cover spouse and dependents, as available through the health insurance plan. Coverage begins after 30 days of service.

C. Paid holidays as established in the Personnel Policy, including:

New Year's Eve Day-Dec 31

New Year's Day-January 1

Presidents' Day (third Monday in February)

Memorial Day (last Monday in May)

Independence Day -July 4

Labor Day (first Monday in September)

Alaska Day-October 18

Veteran's Day-November 11

Thanksgiving Day (fourth Thursday in November)

Friday after Thanksgiving Day (fourth Friday in November)

Christmas Eve Day -Dec 24th

Christmas Day -December 25

D. Annual leave accrued as established in the Personnel Policies, accumulated as follows:

Employment

Leave Accrual for Full time Employees

Up to 1 year	10 days annually
1 to 3 years	12 days annually
3 to 5 years	15 days annually
5+ years	18 days annually