



Museum Marketing & Merchandising Assistant

Term: Part-time. Employment may be terminated or extended at the will of the VMHA.

Start Date: April 2026 TBD

Schedule: Seasonal, Part-time. Includes weekends, some holidays
Up to 35 hours/week

Wage: \$20 hourly.

Reports to: Marketing & Communications Manager

Employer: The Valdez Museum & Historical Archive

Position Overview: The Museum Marketing & Merchandising Assistant provides support to Museum Marketing with an emphasis on increasing brand awareness, brand value, membership, and shop sales. In addition to collaborating with the Museum team to curate consignments, select and develop product, assist in placing orders, tracking inventory, and merchandising; this is a customer-facing role that includes greeting visitors, providing information, and front desk sales.

Desired Proficiencies:

Write creatively, possesses professional grasp of grammar and spelling. Experienced with photography, content development, merchandising, and shipping. Experienced with Square POS, Microsoft Word, Excel, Canva or Adobe, Social Media, Wordpress, Squarespace and or able to learn on the fly.



Essential Job Functions:

Front Desk Guest Service:

- Greet visitors to the Museum and answer questions in a friendly and courteous manner, setting an example for Museum Ambassadors
- Learn to interpret the history of Valdez and the region
- Operate POS, process and accept payments, and prepare deposits
- Act as seasonal staff hype-person

Merchandising & Marketing Support:

- Assist with daily operations of the museum store including receipt and merchandising of inventory, daily upkeep, and sales
- Assist with product development, procurement and vendor relationships in alignment with VMHA mission under supervision and in collaboration with Marketing & Communications Manager
- Assist with purchase of products, fixtures, and supplies for store use
- Collaborate, conceptualize, assist as needed in creation, production, and dissemination of promotional materials for Museum Marketing for membership, exhibits, programs, events and retail displays
- Photograph/video store product for promotion
- Regularly add content to shared folder for use in social media and other channels

Administrative Marketing Support:

- Assist in development and maintenance of project management, Inventory, and mailing list spreadsheets
- Assist in updating team and website calendar, creating Facebook events as needed
- Assist in maintaining up to date records and materials for Board of Directors online workspace

Requirements:

- Highschool education or equivalent. Associate's Preferred
- At least one year customer service experience
- Able to communicate clearly and effectively in writing

