

Hoard Historical Museum

Position Description

Position: Marketing and Outreach Coordinator **Date:** January 2025

Hours: 15 hours a week during the Museum's open hours: Tuesday-Saturday, 9:30 am - 4:30 pm with occasional evening, Sunday and/or Monday hours.

Pay: \$16 an hour; no benefits but vacation hours offered.

Position Summary

This position has two interconnected roles that complement one another: outreach and marketing. For the outreach role, this position assists with development, planning, implementation, and evaluation of public programs and events that support the Hoard Historical Museum's mission and exhibits in conjunction with the Museum's administrative staff. For the marketing role, the position also develops, plans, and implements the Museum's marketing efforts in conjunction with the Museum's administrative staff. The position reports to and is trained and supervised by the museum director.

Position Goals

The goal of this position is to assist the Museum in the implementation and improving awareness of the programs and activities offered by the Museum for the public. This position is responsible for planning or assisting in planning of the museum's programs and also working to ensure that the public is aware of the program.

Primary Responsibilities

1. Assist with the research, planning, development, promotion, implementation, and evaluation of museum programs and events including new programs or events.
2. Plan and organize educational programming, including scheduled fieldtrips, with assistance of museum administrative staff.
3. Maintain and analyze annual program data and evaluations; propose changes to programming based on available data
4. Assist with the development of marketing strategies using print and social media marketing.
5. Review current marketing and assist with development of solutions within Museum's marketing budget.
6. Assist with daily operation of museum, including turning on/off exhibit lights, answering phone calls and in-person inquiries, and assisting with gift shop operation and visitor greeting functions, as needed.
7. Assist with other duties as needed.

Qualifications Required

Currently enrolled in or graduated from an undergraduate program with a focus on museum studies, public history, education, theater, and/or history.

Experience working with the public, children, and groups. Previous public speaking experience and teaching experience preferred but not required.

Excellent interpersonal communication skills. This includes the ability to communicate orally and in writing with the Director and all other personnel, volunteers, schools, and visitors.

Excellent written communication skills. This includes the ability to produce marketing materials including ad copy, flyers, press releases and more as needed and as directed by the Museum Director.

Excellent organizational skills and attention to detail.

Able to work independently and stay on task.

Proficiency with Microsoft Word Office applications.

Proven proficiency in the social media/digital marketing tools currently used by the Museum: Facebook, Instagram, Canva and YouTube or similar programs.

Active interest in the activities and services of The Hoard Museum and willingness to learn about the operations of the Museum.

Ability to team-lift and move up to 50 pounds

Record of unquestioned trust by previous employers and must pass criminal background check.

The Fort Atkinson Historical Society is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the historical society will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.