MUSEUM DEPARTMENT

JOB DESCRIPTION

MUSEUM COMMUNICATIONS ASSISTANT

 **EXEMPT:** No **UNION:** No

GENERAL STATEMENT OF JOB:

The Museum Communications Assistant assists the Museum Director and Museum Specialist-Communications with creation of graphic design and social media, marketing, exhibit, and development communications at The Mining & Rollo Jamison Museums.

EXAMPLES OF WORK PERFORMED:

Section 1. Specific Activities

1. Assists with coordination of marketing and communication activities through a variety of communication media (print, social media, radio, etc.) according to an annual communications strategy and plan.
2. Drafts and/or edits press releases. Helps to maintain a list of media contacts, circulates press releases.
3. Helps to maintain the Museum’s website and social media accounts.
4. Assists with assembling content, writing, and laying out (InDesign) the Museum’s print newsletter and monthly and direct email newsletters (MailChimp).
5. Assists with maintaining the Museum’s style guide.
6. Performs graphic design of Museum exhibition, promotional material, and signage (Adobe Creative Cloud).
7. Works with the Museum Director and Museum Specialist-Communications to implement plans for paid advertising and earned media. Helps to seek ways to promote the Museum through free channels.
8. Helps to maintain regional community calendars with Museum events.
9. Helps promote programs and events. Assists with adding new programs to Museum website and FareHarbor online booking system. Assists with creating and implementing surveys, and coordinating responses.
10. Helps to document events and programs with photography and helps to maintain graphics library. Assists Museum Director, Museum Specialist-Education, and Museum Specialist-Visitor Services with coordinating programs and events as needed.
11. Assists Museum Director and Museum Specialist-Communications with development and fundraising communications and activities. Helps maintain the donor database and promotes Museum memberships. Drafts membership renewal reminders and acknowledgement letters, and assists with coordinating mailings.
12. Assists with writing grant applications to support Museum activities.
13. Answers telephone and assists guests with information on Museum hours and programs, and takes reservations for tours and programs.
14. Researches and shares interpretative information with staff and guests.
15. Seeks guest feedback and generates ideas and solutions to improve the guest experience.
16. Assists with monitoring building and exterior space conditions and security. Performs housekeeping when needed and as directed to help keep museum spaces (both interior and exterior) clean and welcoming.
17. Assists with collections stewardship if directed.
18. Performs other tasks as assigned.
19. Weekend and evening work is required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Logical or scientific thinking to solve problems involving several abstract and concrete variables. Arithmetic calculations involving fractions, decimals, and percentages.

Ability to communicate effectively, verbally or in writing, with customers for ticket sales, museum store and tours; general public for inquiries. Employee will be familiar with details of job to do it reasonably well within 2 weeks or less.

TOOLS AND EQUIPMENT USED:

Desktop computer (Windows) with Adobe Creative Cloud, Microsoft Office, Wordpress, MailChimp, SurveyMonkey, PastPerfect Museum Software, FareHarbor booking system, tablet, printer/scanner/copy machine, cash register, tablet, car, security system, telephone, Square cash register, desktop and laptop computers, tablet, security system, telephone, intercom, TV and DVD player, vacuum cleaner, mop and bucket, broom, shovel, rake. Uses other tools and equipment as requested or needed.

CONFIDENTIAL DATA:

Confidential data includes personnel, security system and value of artifacts.

ESSENTIAL PHYSICAL JOB REQUIREMENTS:

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee consistently talks; has contact with public. Employee frequently stands; sits; walks; keyboards; hears; uses the telephone; works alone; climbs stairs. Employee occasionally drives motor vehicles; reaches; grasps; holds; uses eye-hand coordination; stoops, kneels, crouches, or crawls; climbs ladders.

Employee must be able to frequently lift up to 10 pounds; occasionally lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus.

ACCEPTABLE EXPERIENCE AND QUALIFICATIONS:

The following elements serve to identify the required acceptable experience and qualifications:

1. Minimum education: High School diploma or equivalent (Bachelor’s degree with a major in marketing, communications, history, museum studies or related field preferred), and
2. Related work experience of 1 to 4 years, or
3. Any equivalent combination of education and experience.
4. Writing, editing and graphic design experience is required.

STATEMENT OF WORKING CONDITIONS:

The City of Platteville is a drug-free workplace.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee is occasionally exposed to cleaning solvents, dirt and dampness when working in the mine.

POSITION ACCOUNTABILITY:

REPORTS TO: Works under Museum Director and Museum Specialist-Communications.

SUPERVISION EXERCISED: None.

SELECTION GUIDELINES:

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

CITY OF PLATTEVILLE VALUES

Having a Positive Impact on Our Community · Treating our Customers with Care · Working Cooperatively Together · Doing Quality Work · Demonstrating Integrity on the Job · Showing Flexibility and a “Can Do Spirit” · Acting as Good Stewards of the City’s Resources · Ensuring Our Safety and the Safety of Others

Approved by Common Council: 5/8/01

Revision History: 7/1/96; 12/31/10; 7/3/16; 3/26/21; 3/19/22