

The Mattatuck Museum, Waterbury, CT

JOB TITLE: Marketing Assistant

REPORTS TO: Chief Experience Officer

FLSA STATUS: Full Time, Hourly

RATE OF PAY: \$15-\$18/hour, commensurate with experience

WORK WEEK: 40 hours/week with hybrid schedule working from home 1 day/week (subject to change), some weekend and evening hours required for Museum programs and special events

The Mattatuck Museum is known for engaging its community in an understanding of the past and providing vision and leadership for the future through its exhibitions, programs and collections of national significance. These initiatives interpret the history of the greater Waterbury region and American art from the Colonial period to the present.

The Marketing Assistant supports the planning and execution of all marketing and publicity needs of the Museum over a variety of platforms and media including e-news, social media, print, digital advertising, and media releases. They will respond to media requests and coordinate with staff to fulfill requests. The successful candidate will possess organizational and critical thinking skills and enjoy working collaboratively with Museum staff in an active environment. They will have to interact via telephone and in-person with the general public and members of the media. They will need to work efficiently to accomplish multiple duties successfully.

Key Responsibilities:

- Work with various departments to draft, proofread, and submit approved media releases;
- Manage long-lead projects for editorial coverage in magazines and other print or digital publications;
- Promote/advertise availability of Museum rental spaces on a variety of media platforms;
- Build relationships with press contacts in news and media outlets to aid in consistent promotion of exhibitions, programs, and special events;
- Research and build audience specific lists to aid in exhibition, program, and special event promotion;
- Assist with the promotion of public programs, exhibitions, membership, and special events;
- Plan and manage all social media content on Facebook, Twitter, and Instagram as well as expanding Museum presence on other platforms. Collaborate with visitor services, education, and curatorial departments to plan social media strategy and themes;
- Create weekly e-news correspondences for distribution (Mail Chimp) and manage the Museum's subscriber lists;
- Assist in the research, planning, and execution of the organization's annual marketing budget;
- Solicit proposals from vendors, identify new opportunities, and work with visitor services, education, and development departments on tracking systems to evaluate results;
- Other duties as assigned.

Qualifications and Skills Preferred:

- Two years' experience in communications, marketing, publicity, or a related field;
- Bachelor's degree in appropriate area of specialization;
- Excellent written communication skills (Spanish language skills a plus);
- Excellent interpersonal and oral communication skills. Ability to work with others and contribute meaningfully to interdepartmental teams.
- Ability to demonstrate problem-solving, organizational, and time management skills with attention to detail including taking direction easily and adjusting to changing circumstances quickly;
- Independently manage multiple projects simultaneously and meet expected deadlines;
- Ability to deal effectively and courteously with the public and other staff members;
- Ability to work a flexible schedule, including evenings, weekends, and in critical situations as required, as well as the character to be punctual and reliable;

- Computer proficient with a working knowledge of the Microsoft Suite (Word, Excel, Outlook, PowerPoint), expertise with major social media platforms, and basic to intermediate mastery of email marketing tools;
- Competency in the Adobe Creative Suite (InDesign, Illustrator and Photoshop) is a plus.

Skills to be Enhanced or Developed on the Job:

- Marketing skills and strategies;
- Enhanced competencies in the Adobe Creative Suite;
- Working within a team environment, supported by an enthusiastic professional staff.

The Museum offers a full benefits package including vacation, holidays, health/dental insurance, and 403(b) plan, as well as support for professional development to qualified employees.

To apply, please send current resume and 3 professional references to: **MARKETING ASSISTANT**, Attn: Janice Shambor, Finance Manager, Mattatuck Museum, 144 West Main Street, Waterbury, CT 06702 or via email to janice@mattmuseum.org.

Documents should be sent as attachments using Microsoft Word or PDF format and should not exceed five (5) megabytes. No phone calls please. Only those selected for an interview will be contacted. The Mattatuck Museum is an Equal Opportunity Employer. As such, we are interested in candidates who are committed to high standards of scholarship, performance and professionalism, as well as to the development of a climate that supports equality and diversity.