



JOB SUMMARY. The Museum Associate and Marketing Assistant is a newly created position at the Workhouse Arts Center. The successful candidate will be located in Building W-2 (the Lucy Burns Museum) and be responsible for staffing the Lucy Burns Museum during the regular business hours of the Workhouse Arts Center. S/he will be responsible for interfacing with the visiting public and supporting the activities and initiatives of the Lucy Burns Museum. S/he, in tandem with the Marketing Associate, will also be required to meet basic marketing objectives designed to support Workhouse programs.

ROLES AND RESPONSIBILITIES

MUSEUM DUTIES

- Museum Staffing Coverage: Works in the Lucy Burns Museum, opening and closing the Museum during each day of operation (W-Sa, 11-6 and Su, 12-5) and on various dates throughout the year when open hours are extended (such as during the summer concert series and Second Saturdays)
- Visitor Services: Welcomes and interfaces with Museum visitors, answers questions and directs visitors to exhibits of interest to them; records visitor counts daily; serves as greeter and receptionist for all visitors during open hours; monitors exhibits and visitors at all times; maintains visitor log; serves as a Workhouse Arts Center and Lucy Burns Museum resource for visitors; and collects fees to enter cell area
- Docent Relations: Works closely and harmoniously with all volunteer docents and maintains docent schedule to ensure adequate coverage for general and special tours each day
- Retails Sales: Responsible for adhering to cash control procedures and guidelines for selling merchandise and collecting fees; transacts gift shop sales (including cash and credit card purchases) on Square/POS; bags/wraps purchases; and maintains shop inventory
- Group Tours: Schedules group tours and collects fees as appropriate
- Safety: Monitors exits and entrances and ensures that the Museum is fully secured at the end of each day
- Learning: Develops a basic understanding of both the contents of the Museum and the Workhouse Arts Center campus as a whole
- Management Support: Available to assist Museum Director/Museum Committee Chair as time allows
- Museum Committee: Participates in Museum and History Committee monthly meetings

MARKETING DUTIES

- Social Media: Responsible, in cooperation with the Marketing Associate, for posting relevant material regarding Workhouse programs (including, but not limited to, Workhouse performing arts activities, exhibitions, Museum activities and initiatives, news on Workhouse artists, and arts education) on social media platforms such as Instagram and Facebook (and others as appropriate)
- Website: Posts updates to Workhouse website as assigned by Marketing Associate (using WordPress format)
- Graphic Design: Utilizes style guide, creates graphics and layout for flyers, brochures, Workhouse newsletter, and social media posts in support of Workhouse programs and the Museum
- Calendars: Posts events and opportunities on regional online calendars and publications as assigned
- Press Releases: Assists with writing and distributing press releases
- Marketing Committee: Participates in Marketing Advisory Committee meetings

OTHER DUTIES

- Event support: Supports Workhouse events as needed for a variety of all-hands-on-deck events
- Other: Other duties as assigned

REQUIRED QUALIFICATIONS/EXPERIENCE

- Qualifications:
 - ✓ Excellent communication skills, both verbal and written
 - ✓ Strong graphic design skills
 - ✓ Strong knowledge of social media platforms and ability to use them to carry-out marketing activities
 - ✓ Willingness and desire to learn about the history of the campus
 - ✓ Ability to count cash and complete sales transactions
- Experience:
 - ✓ Customer service and marketing/social media experience on behalf of an organization/entity

PREFERRED EDUCATION/TRAINING QUALIFICATIONS

- ✓ High School Diploma/GED
- ✓ Bachelor's degree in a related field preferred (not required)

ADDITIONAL SKILLS NEEDED

- Professional demeanor
- Superior customer service skills designed to provide visitors with an exceptional Museum and Workhouse experience
- Comfortable and effective at working alone
- Takes initiative to achieve success
- Ability to positively interact and cooperate with all other staff members in a fast-paced and demanding environment; proactively establishes and maintains effective working relationships

NOTES

- This is a salaried position that includes fringe benefits such as health insurance and paid time off

TO APPLY:

Please submit your resume, a short writing sample (1/2 page or less), original graphic design/layout samples, and a cover letter to resumes@workhousearts.org. Position is open until filled.