



## JOB DESCRIPTION

<b>TITLE:</b> MARKETING ASSOCIATE	<b>DEPARTMENT:</b> PROGRAMS
<b>SUPERVISOR:</b> MARKETING + PROGRAMS DIRECTOR	<b>FSLA STATUS:</b> NON-EXEMPT
<b>PAY SCALE LEVEL:</b> HOURLY	<b>DATE UPDATED:</b> 4/19/16
<b>SCHEDULE:</b> 10-30 HOURS PER WEEK; TUESDAYS-FRIDAYS; SOME EVENINGS AND WEEKENDS REQUIRED	

### SUMMARY DESCRIPTION

We believe that play is serious business, and our Marketing Associates help us keep the business side of the Children's Museum operating like a well-oiled machine. Stationed at the Front Entrance, CMEC Marketing Associates are the first point of contact for visitors to the Children's Museum, and they're devoted to making sure our members and guests of all ages feel welcomed on each and every visit. As a result, they must love interacting with kids of all ages and stages! You'll be mainly responsible for managing the Front Entrance and Gift Shop. This is done through checking-in members, selling daily admission passes and memberships, selling special event tickets or birthday party packages, giving out hello and goodbye stamps, making special announcements and helping guests purchase merchandise from the Museum Shop. Occasionally you'll also help out with special events!

A Marketing Associate's main job is to serve our guests and meet their needs, making their Museum experience easy and enjoyable. It goes without saying (though we'll say it anyway) that this position requires a moderate-to-high energy personality, exceptional people skills, strong administration skills, the ability to switch quickly between a variety of tasks and a love for meeting and connecting with people. This position also requires sensitivity to a variety of ages and abilities, flexibility in adapting to high-stress situations, the ability to learn new content quickly and a pleasant, welcoming disposition. You'll report mainly to our Marketing & Programs Director as well as the Marketing & Events Coordinator.

### KEY ROLES (Essential Job Responsibilities)

#### 1. Assist in the delivery of guest relations at the Museum's front entrance (70%)

- Greet and assist all visitors to the main entrance providing a welcoming and friendly presence.
- Enthusiastically communicate and sell benefits of Museum membership, birthday parties and field trips
- Become familiar with upcoming special events and daily programs in order to recommend them to guests
- Provide cheerful check-ins as well as hello and goodbye stamps to Museum members and guests
- Help new guests orient themselves to the Museum by pointing out exhibits, restrooms, and other resources
- Answer questions, build relationships and solve problems for Museum guests
- Provide a memorable Stuff-a-Friend experience when guests bring a new friend to life
- Provide tours of the Museum to potential members, donors and other guests
- Manage and assist with Front Desk inventory, restocking membership cards, forms and letters when necessary
- Manage and assist with Gift shop inventory, restocking t-shirts, stuff-a-friend and products when necessary
- Complete accurate data entry of admissions, memberships, birthdays, field trips, events and camps
- Assist with assembling direct mail campaigns when needed
- Complete daily sales summary and accurately track cash, credit, and other transactions.
- Perform opening and closing procedures, counting cash drawer at opening and balancing at closing.

## **2. Assist with the delivery of marketing initiatives and special event experiences**

- Communicate with the Director of Marketing & Programs and/or the Marketing & Events Coordinator
- Assist in posting programs and events to the CMEC website, social media and other advertising outlets
- Attend community events targeting families and children to promote and educate the community about the museum's mission. Incorporate creativity, play and imagination into the planning of promotional activities.
- Assist in staffing the Museum's special event experiences, including Princess Tea Party, Superhero Power Party, Pizza Fest, Night at the Museum and Family Free Play Nights

## **REQUIRED QUALIFICATIONS**

- Moderate to high energy and enthusiastic personality
- Comfortable working with a variety of people in a high-stress, high-volume environment
- Ability to act as effective first point-of-contact with Museum guests
- Demonstrated experience working with or interacting with children and their grown-ups
- Creative team-player with a strong commitment to hands-on learning and child-directed play
- Ability to manage cash-handling responsibilities with accuracy and integrity
- Experience in providing excellent customer service
- Experience in resolving customer complaints and concerns

## **OTHER REQUIREMENTS**

1. Must be at least 18 years of age
2. Must be able to arrange for own transportation to and from the Museum for scheduled shifts
3. Must be able to efficiently operate a computer and basic software.
4. Must be able to communicate verbally and in writing
5. Must be able to function and thrive in a fast-paced and loud environment with youth.
6. Must be required to stand for extended periods of time
7. Must be able to lift or carry up to 50 pounds.
8. Must be able to climb and descend stairs frequently.
9. Must be able to comply with dress code requirements.