MOAB MUSEUM

Marketing Assistant
Position Description

The Moab Museum's Marketing Assistant promotes the Museum and advances our mission to "share stories." This non-exempt position is scoped for 20 hours per week, and is compensated with an hourly wage of $24/hour. This position will report directly to the Programs Director. The Moab Museum operates in a coleadership structure, meaning that the majority of requests and workload will take place in the creative departments, however there will be overlap with operations from time to time, especially during peak fundraising seasons.

Primary performance goals:

- Elevate the Museum's regional profile through print and digital storytelling efforts
- Expand the reach of exhibitions and programs
- Adapt communication styles to reach various audiences and understand audience profiles
- Drive an increase in annual visitation, membership, and engagement

Key Performance Areas

1. **Public & Community Awareness**
    - Write, edit and produce promotional materials maintaining Museum voice and brand; source departmental copy edits from Moab Museum Directors (MMD)
    - Coordinate relationships with media and local/regional/national publications and contribute regularly scheduled content about Museum happenings including ads and press releases
    - Manage the Museum's website & social media presence (Facebook and Instagram) in collaboration with MMD, who maintain responsibility over departmental updates
    - Represent the Museum at community events in collaboration with other Museum staff
        i. Photograph all one-off programs and maintain photo assets of ongoing programs and events
        ii. On specified occasions, record programs for future participation
    - Develop and design quarterly member newsletters with the Development Coordinator
    - Serve as the lead graphic designer for the annual report to the community; work with the Development Coordinator and Moab Museum Directors to complete and source text and photos
    - Additional creative opportunities exist, time allowing

2. **Audience Development**
    - Review market research materials and conduct an ongoing study to understand demographic and audience shifts
    - Promote the Museum to traveling visitors, tour operators, industry partners, and members
        i. Work with the Moab Office of Tourism and the Moab Chamber of Commerce to expand visitor engagement with arts and culture in the Moab Valley and the Moab Museum
        ii. Establish and maintain relationships with visitor industry partners
    - Maintain & analyze paid/member attendance reports to guide advertising & promotions

3. **Project Management**
    - Collaborate with multiple departments, seek source material from each, and report back as needed for editorial discretion
    - Lead graphic design efforts for internally-curated Museum exhibitions with direction from the Director of Curation
    - Build out graphic design assets for quarterly fundraising campaigns, the Annual Membership Gala, and regularly-scheduled Museum programs and events

Required Qualifications & Preferences

- A bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field required, or equivalent combination of education and experience
- Fluent in Content Management Systems (WordPress or other web development tools), Google Ads, Meta Business, GA4 Analytics, Email Marketing (CRMs), Creative Suite: Adobe Creative Cloud or Avid ProTools/Apple Final Cut Pro, and Graphic Design
- Familiarity with managing brand guidelines
- Strong writer and communicator, creativity in graphic design
- ADA Consideration–The primary office area of the museum is on the second floor of a two-story building without an elevator; alternative workspace options are available.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change or and will be discussed with the employee before implementation. Nothing in this job description alters an employee's at-will status and is meant only as a guide and not a contract of employment.
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