

**WATCOM MUSEUM FOUNDATION
JOB DESCRIPTION**

JOB TITLE: Digital Marketing and Administration Associate

DEPARTMENT: Marketing and Administration

**CLASSIFICATION: Hourly (non-exempt),
Full-Time**

JOB SUMMARY:

Professional Administrative and Communications position which supports the Executive Director and Museum Operations; additionally, develops content for and maintains day-to-day activity across all digital and social media channels. Primary Administrative focus consists of communications, calendar management, project management, supplies and purchasing, and other general administrative support. Marketing focus includes maintaining the Museum's social media platforms, preparing and scheduling Museum eNewsletters, updating the Museum's website, uploading Museum exhibitions and programs to online community calendars, and assisting in the design and production of digital collateral.

SUPERVISORY RELATIONSHIP:

Reports to and receives general direction from the Marketing and Public Relations Manager. Supports and receives work assignments from the Museum Executive Director.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Provides regular administrative support to the Executive Director including management of schedule and preparation for meetings; draft composition and/or editing of communications and PowerPoint presentations; support with general office tasks; and special projects as assigned. Assists with travel arrangements and conference registrations. Holds all information in the strictest of confidence.
2. Under the direction of the Executive Director, manages all administrative duties related to the Whatcom Museum Foundation Board of Trustees, including handling Board applications, coordinating and preparing for monthly meetings, compiling monthly Board meeting packet, taking minutes, and other related tasks. Holds all information in the strictest of confidence.
3. Monitors general information e-mail address; replies to or forwards inquiries to appropriate team member as appropriate. Sorts and distributes incoming physical mail and packages. Monitors general telephone line messages and replies to or forwards to appropriate team members.
4. Oversees inventory of office and general supplies, including forms and business cards; copy machine supplies; and order supplies as needed or as requested by individual staff.
5. Assists others with communications with other City departments for Facility and IT related issues. May provide assistance to vendors with access to buildings.
6. Manage publishing and engagement on Facebook, Twitter, and Instagram with compelling content and diligent community management. Maintain and safeguard brand voice and message strategy across platforms. Compile and present monthly social media metrics to Marketing & Public Relations Manager.
7. Assist with developing messaging, as well as some photography and graphic design to create digital collateral for the Museum's programs, exhibitions, and outreach. Aid in digital media projects and campaigns. Promote the Museum's mission, collections, research, exhibitions, events, programs, and initiatives through both organic and paid social media.
8. Work together with the Marketing and Public Relations Manager and other Museum staff to gather, write, and edit content for various digital platforms.
9. Update Museum website events calendar, exhibition listings, and other essential content changes.

ESSENTIAL FUNCTIONS OF THE JOB (continued):

10. Assist with the distribution of press releases and announcements through digital channels.
11. Participate in the development of ongoing strategy for the Museum's social media channels and other forms of digital outreach.
12. Assist with tracking and reporting digital analytics and metrics for social media and website traffic.

ADDITIONAL WORK PERFORMED:

1. Acts as a resource to management and employees regarding social media and digital outreach.
2. May assist with sending mail, packages, or special bulk mailings.
3. May assist with the planning and setup for Museum special events such as exhibition openings and programs, including management of shared calendar for such events.
4. May perform physical activities related to events, to include moving, lifting, pushing, carrying equipment or supplies.
5. Performs other related duties as assigned by the Marketing and Public Relations Manager, or the Executive Director of the Museum. Assists with projects from other Museum Management team members.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

- Exceptional communication skills, both written and verbal, with an ability to translate concepts for a broad, general audience.
- An eye for details and inconsistencies, both in writing and style.
- Ability to adapt written voice to fit channel and brand.
- Ability to analyze and report on social media performance metrics.
- In-depth knowledge and understanding of current social media landscape, trends, tools.
- Ability to actively develop relationships with colleagues inside and outside the Museum and establish processes for maintaining social media best practices.
- Self-starter with some project management skills, including schedule development, tracking, task prioritization, and an ability to meet tight deadlines.
- Ability to negotiate the requests and needs of different internal stakeholders while firmly advocating for our audiences.
- Ability to keep track of many small details without losing sight of the big picture.
- Strong work ethic and strong customer service orientation. Always conducts self in accordance with the ethical standards required of Museum employees.
- Ability to avoid conflicts of interest in use of Museum and of City of Bellingham resources and personnel.
- Ability to be self-directing and to work with minimal direct supervision.
- Ability to organize, prioritize, and independently perform work assignments.
- Ability to do repetitive work quickly, accurately, and with close attention to detail in an atmosphere of frequent interruptions.
- Good computer skills including basic proficiency with the MS Office Suite (Word, Outlook, Excel, PowerPoint).
- Proficient with Adobe InDesign CS5 and Adobe Photoshop.
- Knowledge and comfort using social media, such as Facebook, Twitter, and Instagram.
- Physical ability to perform required duties including:
 - sitting or standing for long periods of time;
 - visual acuity to read a computer screen and a typeset page;
 - fine finger dexterity to operate a computer keyboard and mouse, etc.;
 - occasionally lift up to 30 pounds.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation.

WORKING ENVIRONMENT:

Work is generally performed in an office environment in an older building. Requires some occasional lifting of heavy supplies and materials.

EXPERIENCE AND TRAINING REQUIREMENTS:

- Bachelor’s degree preferred; museum, journalism, communications, marketing, or new media degree preferred.
- 2 years of dedicated social media experience.
- A combination of experience and training that provides the applicant with the knowledge and skills to perform the job will be considered.

NECESSARY SPECIAL REQUIREMENTS:

- Must pass a local police and Washington State Adult/Child Abuse background check prior to hire.
- Willingness and ability to work flexible and/or additional hours which may occasionally include an evening or a weekend day.
- Valid Washington State driver's license and good driving record. Must provide own transportation at times.

Prepared by: Christina Claassen
Charles Marcks

Reviewed by: Patricia Leach
12/28/2021

“I have read the attached job description for the position of Full-Time Digital Marketing and Administration Manager with the Whatcom Museum Foundation. I fully understand the job description. I am able to perform the essential functions and meet the job requirements of the position. I also understand that the Whatcom Museum Foundation may revise this job description at any time as business needs dictate. I realize that the job description is not intended to be an exhaustive listing of all of the functions of the job, nor is it to limit the Whatcom Museum Foundation's right to assign other functions to an employee in this position. This job description does not constitute a written or implied contract of employment and does not alter the employment at-will relationship.

In addition, I have discussed the job description with my supervisor and have gone over the following items as it pertains to the aforementioned position:”

Job Description Elements	Employee Initial
Basic Purpose	
Essential Functions	
Job Qualification Requirements	
• Knowledge / Experience	
• Equipment, Tools, and Software	
• Other Requirements	
Physical Demands	
Work Environment	

AGREED BY: _____

_____ *Date*