



Clay Center

Marketing & Community Relations Coordinator

Department: 1102

FLSA Status: Exempt

Grade/Level:

Job Type:

Work Schedule:

Evenings and/or weekends required.

Job Status: Full Time

Reports To: Director of Communications

Amount of Travel Required: Local travel

Positions Supervised: None

POSITION SUMMARY

The coordinator provides a wide-range of support to the Center's marketing efforts including, but not limited to, writing and editing publications; coordinating communications between multiple internal departments and external vendors. The coordinator will serve as a Clay Center liaison to the community in an effort to promote revenue producing programs. In addition, this position is responsible for the growth, promotion and retention of Clay Center members and season subscribers and provides them with excellent communication and customer services. This position reports to the Director of Communications.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

Marketing:

- Assist in the planning, implementation and execution of the marketing department's objectives.
- Assist in the maintenance of current website and social media sites including content development, event updates, calendars, etc.
- Develop and execute surveys, e-mail blasts and data request forms for correspondence to constituent database.
- Serve as primary contact for marketing of Avampato Discovery Museum events, activities, and daily updates.
- Implement best strategies in stewardship, renewal and retention of current members.
- Plans and executes promotional activities aimed at acquiring new members.
- Maintain and update the marketing calendar, including events, meetings, media schedule, etc. with direction from Director of Communications.
- Attend special events as needed to coordinate media and photography as assigned.

Membership:

- Works to establish community partnerships to maintain a consistent community presence that will facilitate promotion of the membership experience and overall attendance to Clay Center exhibits, programs and events.
- Evaluates effectiveness of current membership program services, benefits, and policies, on a regular basis. Recommends, designs, and implements changes to improve effectiveness and efficiency.
- Serves as primary representative of Membership program on a daily basis, and at all Membership events, including exhibition openings, museum programs, and members-only events.
- Generates reports to measure results of membership campaigns, and overall membership retention and growth. Monitors progress towards revenue goal and provides reports for senior management.

Other duties as assigned.

POSITION QUALIFICATIONS**Competency Statement(s)**

- Ambition - The drive to achieve personal advancement.
- Analytical Skills - Ability to use thinking and reasoning to solve a problem.
- Accuracy - Ability to perform work accurately and thoroughly.
- Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Consensus Building - Ability to bring about group solidarity to achieve a goal.
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Detail Oriented - Ability to pay attention to the minute details of a project or task.
- Friendly - Ability to exhibit a cheerful demeanor toward others.
- Initiative - Ability to make decisions or take actions to solve a problem or reach a goal.
- Interpersonal - Ability to get along well with a variety of personalities and individuals.
- Motivation - Ability to inspire oneself and others to reach a goal and/or perform to the best of their ability.
- Organized - Possessing the trait of being organized or following a systematic method of performing a task.
- Persistence - Ability to complete tasks or continue in a course of action in spite of opposition or discouragement.
- Persuasive - Ability to influence others to change position or to adopt a specific point of view.
- Relationship Building - Ability to effectively build relationships with customers and co-workers.

SKILLS & ABILITIES

Education: Bachelor's Degree (four year college or technical school)

Experience: An internship in marketing/public relations/communications environment or equivalent work experience.

Computer Skills: Proficient with Microsoft Office applications, website content management system and social media platforms.

Other Requirements: Possess good judgement and discretion; the ability to establish and maintain effective working relationships; be able to work proactively to balance multiple tasks; have strong written and verbal communication and organizational skills; must meet absolute deadlines within fast-paced environment.

PHYSICAL DEMANDS

N (Not Applicable) Activity is not applicable to this position.
O (Occasionally) Position requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
F (Frequently) Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
C (Constantly) Position requires this activity more than 66% of the time (5.5+ hrs/day)

Physical Demands

Stand	O	Lift/Carry	
Walk	O	10 lbs or less	O
Sit	O	11-20 lbs	O
Manually Manipulate	O	21-50 lbs	O
Grasp	O	51-100 lbs	N
Reach Outward	O	Over 100 lbs	N
Reach Above Shoulder	O		
Speak	O	Push/Pull	
Climb	O	12 lbs or less	O
Crawl	O	13-25 lbs	O
Squat or Kneel	O	26-40 lbs	O
Bend	O	41-100 lbs	N

WORK ENVIRONMENT

Indoor-Climate Controlled

Prepared by: _____ Date: _____

Approval
Signature: _____ Date: _____

Employee
Signature: _____ Date: _____

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.