**Georgia Museums, Inc.**

**Job Title: Marketing Associate (PT)**

**EXEMPT (Y/N): N**

**DEPARTMENT: Booth Western Art Museum SUPERVISOR: Director of Marketing**

**SUMMARY:** The Marketing Associate is responsible for assisting in marketing and public relations activities at the Booth Western Art Museum. This individual will effectively promote the Museum to help achieve attendance goals for general admissions and programming, as well as increased name recognition. This position requires a hands-on person who can get things done with minimal support.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Responsible for assisting Director of Marketing in public relations, marketing, advertising and press coverage for the Museum, its functions, programs, special events and exhibits.

Assist with social media marketing.

Assist in designing promotional and image material such as newsletter, invitations, flyers, and brochures.

Assist in maintaining Museum’s website and coordinate updates from other departments.

Perform other tasks and projects as requested by the Director of Marketing.

Project a warm and friendly attitude toward guests.

Responsible for insuring high standards of professionalism in all areas of responsibility.

**QUALIFICATION REQUIREMENTS:**

Associates degree or working towards a degree in marketing or related field and two years museum experience preferred, or an equivalent combination of education and experience. Knowledge of current popular social media platforms, Word, Excel, and Publisher required. Knowledge of Adobe Acrobat, Photoshop, Illustrator, Constant Contact and Indesign not required but a plus. Experience in a non-profit organization is a plus. Excellent written and verbal communication, management and organizational, customer service, manual dexterity and computer skills are required. Must be able to lift 25 pounds, sit, stoop, bend and stand for extended periods, work on a computer, drive a vehicle, use logic and reasoning and see the full color spectrum.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

Driver’s License

**WORK ENVIRONMENT:** Museum and office environment, non-standard hours, generally within 8:00 AM to 6:00 PM, Monday through Friday, extended hours and weekends required on an occasional basis. Overnight travel may be required occasionally. The noise level in the work environment is usually moderate.