

**SKAGIT COUNTY HISTORICAL MUSEUM
POSITION DESCRIPTION**

January 2022

“Our mission is to identify, collect, document and preserve objects of relevance, and to provide information reflecting the unique cultural history of Skagit County.”

Position Title: Marketing, Outreach and Adult Education Coordinator
Report To: Director

Part Time Position – 20 hours per week, non-exempt. Salary dependent on experience and education.

Benefits – Vacation and Sick Leave. No medical, dental or retirement

SUMMARY:

Coordinates marketing of Museum exhibits and events. Develops relationships with outside organizations and stakeholders.

Develops and manages on- and off-site adult educational programs. Schedules on-site guided and self-guided tours, including Cruise Ships. Plans, coordinates, and implements the Museum adult educational programs, including budgeting and monitoring expenditures (i.e. arranges for occasional speakers or lecturers, Museum volunteers, and docents to monitor Museum activities and events.) Recruits and trains docents and volunteers.

Performs other duties as assigned, including periodic coverage of Front Desk.

Work is subject to occasional irregular hours (evenings, weekends, and holidays), sometimes on short notice.

Marketing, Outreach and Adult Education Coordinator is part of the Museum Team, collaborating with staff, volunteers and Board Members to accomplish our goals.

ESSENTIAL FUNCTIONS:

Marketing

- Works with Director on marketing plan for Museum events and activities
- Coordinates printing and distribution of marketing materials.
- Using advertising plan, schedules and implements paid advertising.

- Utilizes free media opportunities – Press Releases, Social Media, etc – to promote Museum events and activities.

Educational Programs

- Manages the Museum's adult tour and other educational programs.
- Schedules, conducts and supervises general tours.
- Coordinates marketing of adult educational programs.
- Recruits, trains and supervises program volunteers and Docents.
- In conjunction with Museum staff, develops educational activities for the Museum including Skagit Topics, Topics @ The School lecture series, the Speaker's Bureau and other educational outreach activities (i.e. Anacortes Senior College, Shelter Bay U, etc).

Special Events

- Assists with occasional off-site, evening, or weekend Museum activities.
- Assists with the preparation for Museum programs and events.
- Ensures that logistical requirements of special events (e.g. Skagit Topics, Topics @ The School, Blue Star Family) are prepared in advance of the event and assists in restoring the Museum after the event.

Other

- Provides Visitor Services coverage at front desk on rotation with other team members.
- Assist with the installation and de-installation of exhibits as needed.
- Other tasks as assigned.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

PREFERRED/DESIRABLE QUALIFICATIONS:

Graduation from an accredited college or university with a Bachelor's degree in Marketing or Education preferred. Experience working in a museum and/or special event coordination is highly desirable. Experience developing and conducting marketing and adult education programs is desirable.

Strong working knowledge of office computer systems utilizing Microsoft Office is required.

Required: Proof of complete COVID 19 Vaccination

Requires knowledge of:

- Basic Supervisory techniques and procedures.

Requires the ability to:

- Be flexible, organized and work well under deadlines.
- Develop and maintain positive working relationships with community, museums, and other stakeholders.
- Organize, manage, and/or supervise multiple ongoing projects and bring them to conclusion.
- Interact effectively with other staff, Board, volunteers and the public; the ability to work in a positive collaborative team environment.
- Communicate effectively both verbally and in writing in advancing Museum interests to the public.
- Cultivate new Museum relationships, memberships, support and involvement within our community.

Must enjoy working with the public, meeting new people, partnering with volunteers.

Licenses and/or Certifications:

Must hold a current state driver's license and have valid auto insurance.

Working Conditions/Physical Requirements:**Hazards:**

- Must be able to assist with exhibits, special events, set-up and take-down.
- May be required to lift up to 20-40 pounds.
- Requires performing primary office functions, sitting, standing with repetitive motions of fingers and hands.

It is Museum policy not to discriminate against any person with regard to race, color, religion, sex, gender, age, national origin, marital status or physical or mental disability.