

JOB POSTING



What's Your Engagement Title	Audience Catalyst	FLSA Class	Exempt
Traditional Job Title	Assistant Marketing Manager	Type	Regular, Full-time, salary
Reports to	VP of Marketing & Audience Development	Travel	As needed
Team	Marketing	Note	Flexibility to occasionally work evenings, weekends, holidays

This is a list of the general duties, hours, and expectations for the stated position. The associate who fills this role may be asked to perform other duties as assigned.

At all times, associates are expected to help our guests be surprised, discover highlights of the museum and Midtown, be curious about offerings of the Science Center, experience new items in a positive way, and love the wonder that is Detroit. Creativity is valued and reliability is prized; we are in a guest-relations business and we represent a welcoming, tolerant, educational, and fun environment.

JOB POSTING



OUTCOME ACCOUNTABILITY: EMBODY MISCI AS A SPARK HUB & NEIGHBOR FOR OUR GUESTS, OUR PARTNERS AND OUR FELLOW TEAM MEMBERS. WE VALUE AND CREATE SPARKS OF IMAGINATION AND CREATIVITY WITH STEM; WE VALUE OUR ROLE AS A HUB AND FOR HANDS-ON, TRANSFORMATIVE EXPERIENCES THAT INSPIRE CONFIDENCE AND DISCOVERY AND WE ARE A MAGNET FOR STEM EXPLORERS, KID AND ADULT; WE VALUE OUR ROLE AS A NEIGHBOR TO OUR VISITORS AND TO EACH OTHER, CREATING AN ENVIRONMENT OF

WELCOME, SUPPORT, AND DYNAMIC CREATIVITY. YOU ARE THE SOURCE OF POSITIVE INFLUENCE IN BUILDING THE REPUTATION OF MISCI .

***DISPLAY PASSION AND ENTHUSIASM WHEN PERFORMING THESE CORE ROLES:**

- Develops and executes marketing plans to increase our visibility, attendance and earned revenue while optimizing ROI.
- Directs the digital strategy for marketing initiatives which may be originated by Events, Education, etc.; supports the delivery of the best-in-class online experience across all consumer-facing sites; works with online agencies in the development of persona-based campaigns and the constant improvement of mi-sci.org site and social metrics
- Works with Sr. Marketing Mgr to manage the workflow and creation of marketing ads, brochures, direct mail, e-blasts, videos and in-museum signage
- Supports implementation and optimization of marketing automation
- Ensures adherence to corporate identity standards, look.
- Works closely with Membership, Events, Education, Development and Visitor Concierge to ensure message alignment
- Takes initiative to identify new tools and opportunities to expand MiSci reach, influence and reputation.
- Prepares, implements and analyzes marketing surveys to assess program effectiveness and audience engagement.
- Assists with budget preparation, tracking, forecasting, and analysis.

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- B.A. in Marketing, Communications, or a related field. Cur
- Minimum 3-5 years of marketing experience; Brand management experience preferred.
- Strong project management skills: Leads multi-functional project teams to develop plans aligned to strategy; implements tactics and executes with excellence; completes projects on time and within budget; analyzes results.
- Adept communicator across all marketing channels including web, digital, advertising, social media and public relations.
- Experience managing the production of marketing materials and working effectively with agencies.
- Excellent written and oral communication skills; Strong creative and critical thinking;
- Agility and high performance in a changing and fast-paced environment; Self-starter; good sense of humor appreciated
- Must not have legal restrictions on working w/children.
- Must be able to work a flexible schedule including weekdays, weekends and occasional evening hours.

PHYSICAL DEMANDS AND NOTES:

Walk throughout large Science Center between multiple floors, lift and move ≤ 25 lbs. from time to time and either stand at a counter or sit at a desk for the entirety of a 4-10 hour shift, with occasional kneeling, bending, twisting; use computers, tablets, scanners and/or telephones with headsets for whole shifts. We have a handicapped-accessible facility with elevators and ramps and will accommodate as needed under the Americans with Disabilities Act. We are an equal employment opportunity employer.

<p>Application deadline & instructions: Until suitable candidates are found</p>	<p>Send your cover letter and resume to applications@mi-sci.org and visit http://www.mi-sci.org/employment/ for more information</p>
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