

POSITION DESCRIPTION

Public Relations Coordinator

Objective:

The Public Relations Coordinator creates, plans, and oversees public relations and marketing initiatives for the museum and its programs. This position also oversees the use and rental of the museum's public spaces, The Vault by Planters Bank gift shop, and the museum's membership program.

The Public Relations Coordinator is a part-time, professional non-exempt staff position.

Level of Responsibility:

Reports to: Executive Director

Supervisory duties: Supervises volunteers at educational programs

Essential Functions & Responsibilities:

Public Relations and Marketing

1. Promotes exhibits, events, programs, and other activities utilizing effective marketing techniques.
2. Creates all promotional materials for the museum and its related programs.
3. Develops content for social media and explores new opportunities for community engagement through digital and virtual outreach.
4. Maintains all publications, websites, social media sites, and advertisements.

Public Space Management

5. Promotes rental spaces in the Pennyroyal Area Museum and Woody Winfree Fire-Transportation Museum.
6. Manages and maintains schedule for use of all rental spaces.
7. Monitors inventory in The Vault by Planters Bank and reorders inventory as needed.
8. Researches new merchandise to be sold The Vault by Planters Bank that connects to the mission of MHHCC.
9. Relieves and eliminates obsolete inventory in The Vault gift shop.

Membership & Donor Development

10. Recruits and retains membership for MHHCC.
11. Maintains accurate membership database.
12. Develops methods to contact members whose membership has lapsed to renew membership.
13. Enhances member benefits to encourage new members and to retain existing members.
14. Maintains accurate donor database for individual and corporate donors.
15. Oversees communication with all donors and members.

Visitor Services

16. Performs basic visitor services duties in absence of visitor services staff or volunteers.

Qualifications and Essential Skills:

- Possesses a minimum of 3 years' experience working in marketing, public relations, and/or related field
- Has demonstrated initiative in starting and accomplishing projects
- Demonstrates creativity in approach to graphic design and implementation of ideas
- Exhibits strong oral and written communication skills
- Exhibits a proficiency with computers including but not limited to Microsoft and graphic design software, a variety of social media platforms, and WordPress websites
- Is able to lift up to 25 lbs.

Standards of Performance:

Successful performance of the responsibilities listed above will be determined by:

- Meeting objectives set forth in strategic plan.
- Collaborating effectively with staff.
- Developing and increasing an active membership program.

Compensation, Schedule, & Benefits:

- Compensation: \$15/hour working an average of 21 hours per week
- Schedule: Thursday, Friday, and Saturday from 9:30am-4:30pm
- Benefits: One week personal leave after three-month introductory period

Special circumstances may require additional hours. Working from home on occasion with prior approval may be considered.