



Marketing Coordinator/Administrative Assistant

JOB DESCRIPTION

Department: Staff
FLSA Status: Part-time, hourly, non-exempt

POSITION SUMMARY:

This position includes responsibility for the development and implementation of a marketing plan which includes all forms of media, events and ticketing, and assisting the Executive Director with daily administrative tasks. This position involves responsibilities in social media management and event logistics.

HOURS OF DUTY:

Monday through Friday, 8:30 am to 5:00 pm. May require Saturday and evening work as deemed necessary.

ESSENTIAL FUNCTIONS:

Marketing Coordinator Duties:

- Develop and implement a comprehensive marketing plan which incorporates a variety of platforms
- Expand Sci-Port's presence in the on-line world by maintaining social media calendar
- Maintain knowledge of trends and developments in the market
- Negotiates contracts for marketing/advertising strategy
- Perform social media audits on a regular basis
- Serve as a key staff person and point of contact for social media and marketing
- Increase client engagement with creative social media, email and local marketing campaigns.
- Executes other developmental, special event and marketing support tasks, as needed
- Collaborate closely with Event Coordinator with advertising special events at Sci-Port.

Administrative Assistant Duties:

- Act as point of contact for Executive Director
- Maintain Executive Director calendar, monitor appointments
- Create and approve purchase requisitions necessary for Executive Director
- Respond to communications for Executive Director
- Respond to and resolve administrative inquiries and questions
- Coordinates and schedules travel, meetings, or appointments for the ED
- Other related administrative duties as assigned

NON-ESSENTIAL FUNCTIONS:

- Other duties as assigned

EXPERIENCE/SKILLS:

- Ability to work with a variety of different people, to work well under time constraints in a fast-paced environment
- Organization and time management skills
- Experience working directly with the public
- Comfort in public speaking
- Excellent computer skills including MS Word, Excel as well as all social media platforms
- Strong writing and interpersonal communication skills
- Excellent vocabulary, grammar and writing style
- Ability to work a flexible schedule to accommodate travel within the local area and working occasional evenings and weekends

EDUCATION/TRAINING:

- Associates degree or 3 – 5 years relevant work experience
- At least 3 years of experience in marketing

MENTAL SKILLS/ABILITIES:

- *Reading* – Ability to read and understand written policies
- *Speaking* – Ability to be conversant in the principles and methods of effective speaking and discussion
- *Reasoning* - Ability to interpret a variety of instructions; to plan work and to learn and/or evaluate information in order to make judgements and decisions
- *Math* – Ability to add and subtract

WORK SITUATIONS:

- *Communication* - The ability to relate to people in situations involving more than giving and receiving instructions.
- *Measurable or Verifiable Criteria* - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data.
- *Performing Under Stress* - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise, thorough, exacting, or meticulous regarding material worked; or in activities such as numerical determinations, record preparation, or inspecting.
- *Sensory or Judgmental Criteria* - Adaptable to making generalizations judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses or rely on knowledge gained by experience to make evaluations.
- *Set Limits, Tolerances, or Standards* - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job.
- *Repetitive, Continuous* – Adaptable to performing repetitive work, or to continuously perform the same work, according to set procedures, sequence or pace. The employee may perform work that is inherently of a repetitive nature

PHYSICAL DEMANDS:

- *Light Work* - Exerting up to 25 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly to lift, carry, push, pull, or otherwise move objects.
- *Balancing* - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces.
- *Carrying* - Supporting the weight of an object with hands and arms and moving from one place to another.
- *Climbing* - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms.
- *Crouching* - Bending the body downward and forward by bending legs and spine.
- *Fingering* - Picking, pinching, or otherwise working with fingers.
- *Eye-Hand-Foot Coordination* - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- *Handling* - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands.
- *Hearing* - Perceiving the nature, intent or meaning of sounds.
- *Kneeling* - Bending legs at the knee to come to a rest on knee or knees.
- *Lifting* - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position.

- *Pulling* - Exerting a force so as to move an object toward the individual.
- *Pushing* - Using upper extremities to press against something with steady force in order to move forward, downward, or outward.
- *Reaching* - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects.
- *Standing* - To be upright supported by the buttocks and thighs.
- *Talking* - Expressing or exchanging ideas by means of the spoken word.
- *Walking* - Moving about on foot to accomplish tasks.
- *Seeing* - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
 - (a) Clarity of vision at 20 inches or less.
 - (b) Clarity of vision at 20 feet or more.
 - (c) The ability to judge distance and space relationships.
 - (d) The ability to identify and distinguish colors.

SUPERVISION/CONTACTS:

- Receives direct supervision from Executive Director
- Daily contact with Center employees and management
- Daily contact with visitors and volunteers

ENVIRONMENT:

- Employee is subject to inside and occasional outside environmental conditions. Protection from weather conditions but not necessarily from temperature changes when inside.

TOOLS/EQUIPMENT USED:

- Pens, pencils, copiers, computers, fax, safety equipment
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I certify that I have reviewed and understand all the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.

Signature

Date