

MUSEUM DEPARTMENT JOB DESCRIPTION

MUSEUM SPECIALIST - COMMUNICATIONS

EXEMPT: No

UNION: No

GENERAL STATEMENT OF JOB:

The Museum Specialist - Communications assists the Museum Director with communications, marketing, development, and fundraising activities for the Mining and Rollo Jamison Museums. This position also serves as the office manager and provides program scheduling, guest relations, and event support.

EXAMPLES OF WORK PERFORMED:

Section 1. Specific Activities

- 1.1 Coordinates marketing and communication activities through a variety of communication media (print, social media, radio, etc.). Manages the Museum's website, social media accounts. Assists with assembling content, writing, and laying out (InDesign) the Museum's quarterly newsletter. Maintains the Museum's style guide and assists with graphic design of Museum promotional material.
- 1.2 Works with Museum Director to develop and implement a plan for paid advertising and earned media. Aggressively seeks ways to promote the Museum through free channels. Maintains regional community calendars with Museum events. Maintains a list of media contacts, circulates press releases.
- 1.3 Oversees the promotion of specific programs and events. Assists Museum Director and Museum Specialist – Operations with coordinating programs and events. Documents events and programs with photography and maintains graphics library.
- 1.4 Assists Museum Director and Friends of the Mining & Rollo Jamison Museum with development and fundraising activities. Maintains the donor database and promotes Museum memberships. Drafts membership renewal reminders and acknowledgement letters, and coordinates mailings.
- 1.5 Assists with writing grant applications to support Museum activities.
- 1.6 Serves as office manager, including balancing and depositing cash receipts, coordinating employee schedules, tracking expenditures, purchasing office supplies, responding to

general inquiries via phone and email, coordinating mailings. Assists guests with information on Museum hours and programs, and takes reservations for tours and programs. Coordinates bookings with Museum staff to ensure coverage.

- 1.7 Assists with the development of research-based, site-specific tours/programs/special events that are creative, engaging and dynamic in coordination with the Museum's Director and other Museum staff. Adds new programs to Museum website and FareHarbor online booking system. Assists with creating and implementing surveys, and coordinating responses.
- 1.8 Researches and shares interpretative information with staff and guests.
- 1.9 Seeks guest feedback and generates ideas and solutions to improve the guest experience.
- 1.10 Serves as backup to the Museum Director and Museum Specialist – Operations. Oversees building opening/closing and guest relations as needed. Monitors building conditions and security. Oversees building opening and closing. Conducts or assigns light cleaning as needed.
- 1.11 Weekend and evening work is required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge to solve a wide range of intellectual and practical problems; nonverbal symbolism. Arithmetic calculations involving fractions, decimals, and percentages.

Skill in the operation of listed tools and equipment.

Ability to report, write, or edit articles for publication. Ability to communicate effectively, verbally or in writing, with visitors, general public for inquiries, supplies/vendors, community or trade/professional organizations for museum professional growth. Employee will be familiar with details of job to do it reasonably well within 6 months.

TOOLS AND EQUIPMENT USED:

Desktop computer (Windows) with Microsoft Office, Adobe Creative Cloud, PastPerfect Museum Software, FareHarbor booking system, tablet, printer/scanner/copy machine, cash register, tablet, car, security system, telephone, uses other tools and equipment as requested or needed.

CONFIDENTIAL DATA:

Confidential data includes personnel, security system and value of artifacts.

ESSENTIAL PHYSICAL JOB REQUIREMENTS:

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee constantly talks; has contact with public. Employee frequently stands; sits; walks; keyboards; hears; uses the telephone; works alone; climbs stairs. Employee occasionally drives motor vehicles; reaches; grasps; holds; uses eye-hand coordination; stoops, kneels, crouches, or crawls; climbs ladders.

Employee must be able to frequently lift up to 10 pounds; occasionally lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus.

ACCEPTABLE EXPERIENCE AND QUALIFICATIONS:

The following elements serve to identify the required acceptable experience and qualifications:

- 1 Minimum education: Bachelor's degree with a major in marketing, communications, history, museum studies or related field, and
- 2 Related work experience of 1 to 4 years, or
- 3 Any equivalent combination of education and experience.
- 4 Writing, editing and graphic design experience is required.
- 5 Valid Wisconsin driver's license.

STATEMENT OF WORKING CONDITIONS:

The City of Platteville is a drug-free workplace.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, employee is occasionally exposed to cleaning solvents, dirt and dampness when working in the mine.

POSITION ACCOUNTABILITY:

REPORTS TO: Museum Director.

SUPERVISION EXERCISED: Museum Specialist – Communications is a peer to the Museum Specialist – Operations. Tour Guides, Weekend Supervisor, Train Drivers all report to Museum Specialists. Supervisory responsibilities include instructing, reviewing, allocating personnel, assigning work, planning work of others, coordinating activities, acting on employee problems, recommending promotion of employees.

SELECTION GUIDELINES:

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

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

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

CITY OF PLATTEVILLE VALUES

Having a Positive Impact on Our Community • Treating our Customers with Care • Working Cooperatively Together • Doing Quality Work • Demonstrating Integrity on the Job • Showing Flexibility and a “Can Do Spirit” • Acting as Good Stewards of the City’s Resources • Ensuring Our Safety and the Safety of Others

Approved by Common Council: 5/8/01

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