

GROUP SALES AND WALK-IN VISITOR

MARKETING ASSISTANT

Department: Advancement - Marketing
Reports To: Chief Advancement Officer
FLSA Status: Non-Exempt

SUMMARY

This position plays a critical role in increasing walk-in and group/non-student admissions and assists with an array of day-to-day marketing and PR activities.

You will call tour groups, travel organizations, retirement facilities, etc. to book group tours to the Museum. You will attend community meetings and fairs to distribute Museum collateral with the goal of generating interest and ticket sales. You will be asked to make a certain number of calls, visits, and appearances on a monthly basis.

You will assist in the creation of print and digital advertisements and promotional material, including photography and video with the goal of increasing walk-in admissions.

The development of these layouts requires proficiency with graphic design knowledge and experience working with Adobe products, with local printers, and social media platforms.

You will post photos and videos of various events to websites or other platforms with the goal of increasing excitement, awareness, and walk-in and group admissions.

You will be responsible for maintaining the posting of Museum events to digital community calendar applications, posting responses to Museum visitor review comments or questions posted on review apps with the goal of reaching new audiences.

We expect a hard-working individual who is effective at multitasking and willing and able to grow long-term with our Museum.

Job Duties:

- Books group tours and drive walk-in traffic.
- Prepares mailers and brochures by formatting content and graphics, arranging printing and internet packages.
- Maintains marketing library by checking and replenishing inventory.
- Provides marketing tracking and research information by collecting, analyzing, and summarizing data and trends, including visitor surveys and peer analysis.

- Updates job knowledge by participating in educational opportunities.
- Supports fundraising presentations by assembling quotations, proposals, videos, and PowerPoints.
- Other duties as assigned to drive visibility to the Museum and increase visitors.

Key Requirements:

- Two years of related experience
- Education focused on Customer Service, Sales, Marketing, PR, Graphic Design
- Comfortable making sales calls and presentations
- Positive Attitude
- Proficient in:
 - Adobe InDesign, Adobe Illustrator, Adobe Photoshop
 - Constant Contact and Emma
 - Ability to work with programming scripts, including XML and HTML
 - Understanding of the printing process and specifications
 - Premiere Pro
 - HootSuite and all social media platforms
 - Mac and PC
 - Photoshop: at least 2 years experience
 - Videography
 - Premiere Pro

Competencies:

1. Judgment/Decision Making
2. Communication – Oral and Written
3. Organization/Planning
4. Business Literacy
5. Customer Focus
6. Integrity
7. Initiative
8. Collaboration/Teamwork

The Dallas Holocaust Museum/Center for Education and Tolerance is an equal opportunity employer.

Applicants, please send cover letter referencing the job title and resume to resume@dallasholocaustmuseum.org