

## MARKETING ASSISTANT

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

### JOB REQUIREMENTS

Education: Marketing, PR, Graphic Design, Sales, Customer Service related experience

Experience: Two years of related experience required

#### Proficiencies:

- 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

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 assist in the creation of print and digital advertisements and promotional material, including photography and video with the goal of increasing 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 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.

## **OTHER JOB RESPONSIBILITIES**

- Supports fundraising presentations by assembling quotations, proposals, videos, and PowerPoints.
- 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.
- Accomplishes marketing and organization mission by completing related results as needed.

Other duties as assigned to drive visibility to the Museum and increase visitors.

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

### **Experience:**

- Photoshop: at least 2 years (Required)
- Videography: at least 2 years (Required)
- Premiere Pro: at least 2 years (Required)
- Photography: at least 2 years (Required)

### **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](mailto:resume@dallasholocaustmuseum.org)