



## MARKETING AND COMMUNICATIONS ASSISTANT JOB DESCRIPTION

**Department:** Marketing & Communications

**Reports to:** Marketing Manager

**Hours:** 40 hours per week

**FLSA Code:** Non-Exempt

**Location:** San Francisco

**Status:** Full Time

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### **JOB FUNCTION:**

The Marketing and Communications Assistant will provide support to the marketing and communications department with a focus on copy editing, copy writing, content research, content creation, and fact-checking services for marketing and communications, development, education, visitor services, HR, exhibitions, collections, Foundation Press, and other museum and foundation departments, as needed. The Marketing and Communications Assistant will create and maintain various style guides, handbooks, and other collections of institutional communication materials. This person will be a key member of planning and managing the museum's editorial communication efforts, such as the member magazine, blog, and publications. The Marketing and Communications Assistant will help various departments create pitch materials for sponsorship and grant proposals. This person shall ensure that all communications goals and objectives are met in line within the wider institutional and marketing strategies for The Walt Disney Family Museum.

The Marketing and Communications Assistant will also be responsible for maintaining content on the museum's website, including loading new materials, ensuring accuracy and consistency of content and style, establishing and managing website and communication style guide. The assistant is responsible for the creation and management of editorial calendars and the timely publication of the email newsletter, member magazines, and other communications. Additionally, this person will perform other related duties, as assigned.

### **DUTIES AND RESPONSIBILITIES:**

- Provides copy editing, copy writing, research, and content creation duties for departments across museum, including conducting thorough, credible research to ensure historically accurate content
- Creates and maintains institutional documents, such as editorial style guide, website style guide, public-facing communication documents, and others as assigned
- Collaborates with marketing team on brainstorming topics, dates, and content for editorial platforms, such as the blog and member magazine
- Maintains and helps facilitate editorial content calendar
- Coordinates with sponsorship, development, education, and exhibitions teams to create compelling grant requests and other required materials
- Maintains content on museum's website through Drupal 8 CMS system and coordinates efforts with Director of Marketing and Communications to liaise with external web dev agency on site fixes, improvements, and implementation of new features

- Manages editorial calendar for email newsletter, member magazine, and other communications. Creates, vets, and deploys email newsletter.
- Assist in a support role on marketing and communications projects as requested

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Demonstrated experience and success with copy editing and copy writing; keen eye for grammatic and stylistic issues in copy
- Ability to analyze and integrate information from relevant sources and incorporate changes or make appropriate decisions
- Ability to meet strict deadlines, organizational goals, and commitments in a demanding work environment
- Excellent verbal, written, and interpersonal communication skills and the demonstrated ability to work with diverse individuals and groups
- Excellent motivational, collaborative, strategic planning, project management, and problem solving skills
- Ability to work successfully in a team environment
- Ability to respond to changing circumstances and priorities in a focused and timely manner. Proactively addresses issues as they arise
- Discretion to handle confidential information
- Knowledge of Microsoft Word, Excel, and Photoshop. HTML knowledge a plus.

**SUPERVISION AND STAFF COORDINATION:**

This role has no direct supervision of staff.

**EDUCATION AND EXPERIENCE:**

- Required: Minimum of an undergraduate degree with English, Communications, Marketing, Business, or related studies background.
- Required: published writing, editing, audio, film samples available upon request.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

The physical demands and 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 of this position. Physical requirements include stooping, kneeling, bending, standing, squatting/crouching, crawling/kneeling, pushing/pulling, climbing (ladders) and reaching above the shoulders and lifting of up to 50 lbs. Lifting and transporting of moderately heavy objects, such as furniture, file cabinets, equipment, boxes, etc. Work may require occasional weekend and/or evening work.