

Communications & Membership Services Coordinator

[opened 1/14/2020]

Part-time, 30 hours per week. Time sheet and work log required.

Job description will be reviewed and updated annually.

Reports to the Executive Director (E.D.)

Communications/Publicity: Spearhead museum's communications to the public.

- Interact effectively with all media and public relations representatives.
- Recommend and aid in the creation of appropriate advertising and publicity for museum activities.
- Maintain and build media contacts database, which would include address, phone, and email.
- Develop pre- and post-event press releases for submittal to local and regional media.

Social Media: Assist in the development and maintenance of the FLBM social media plan.

- Regularly post to Facebook, Instagram, MailChimp and other appropriate social media outlets to keep followers informed of developments at the museum.
- Research, produce, and recommend content for online posts, including current events, histories and photos.
- Upload museum events to regional tourism promotion and news media sites using their recommended or established procedures.

Website: Assist in the development, security, and maintenance of our website, flbm.org, using Wix online webpage creator.

- Update website using Wix's online website development tools.
- Recommend fresh content and functionality to make the site more appealing to visitors.
- Use Wix's search engine optimization skills to ensure our website achieves a high position in appropriate search engine categories.
- Using Google and Wix analytics, monitor site traffic levels and analyze the pattern of visits to different pages to identify site usage.

Membership Services

- Become familiar with museum members (500) and membership benefits.
- Attend Member Services Committee meetings.
- Provide members with excellent customer service by making them aware of membership benefits and aiding with any inquiries.
- Seek ways, and communicate ideas, on how to build museum membership and revenue.
- Establish rapport with members to identify ways in which sustained museum membership will be beneficial.

Other: Perform other duties as assigned by the E.D., including but not limited to occasional coverage of the reception desk, assistance with large mailings, and attendance at committee meetings when appropriate.

Also, when needed, assist staff and volunteers with: school field trips, special events, annual meetings, & room rentals. Candidate will join the small paid staff of a mostly volunteer operated organization.

Minimum requirements: High school diploma. Associates degree and/or 3 years experience preferred. The ideal candidate will have strong interpersonal, writing, and Microsoft Office Suite, Google and Adobe software skills.

Application procedure: Please send a cover letter and resume to executivedirector@flbm.org or Finger Lakes Boating Museum, PO Box 575, Hammondsport, NY 14840, ATTN: Andrew Tompkins.