



Marketing and Event Coordinator

Overview of Position: The Kenosha History Center is seeking a new team member to fill our Marketing and Event Coordinator position. The position will plan and coordinate events, seek sponsorships for events and exhibits, coordinate volunteers, and promote the Kenosha History Center and the Southport Light Station Museum through social media and other media outlets.

Primary Duties:

The position develops and maintains all relationships that financially support the organization including promoting the Kenosha History Center and Southport Light Station membership programs and initiatives. The Marketing and Event Coordinator is also responsible for planning and coordinating fundraising events, securing sponsorships of events and projects, supervising and organizing event volunteers, and assisting the Executive Director with general fundraising efforts.

Supervision:

The position is under the direct supervision of the Executive Director. The Marketing and Event Coordinator will work in cooperation with other staff members, the Events Committee and Membership Committee, in ensuring successful fundraising and membership promotional efforts. The position will have direct supervision of volunteers for events and facility rentals.

Schedule:

Part-time, flexible hours Tuesday - Friday, averaging 24 to 29 hours per week

Must be flexible to work weekends and evenings as necessary, especially during events and facility rentals.

Examples of Duties :

- Oversees all fundraising efforts and events, including related budgets
- Maintains and develops relationships with existing supporters and recruits new supporters
- Secures sponsorships of museum events and exhibits
- Prepares and negotiates contracts for events, special exhibits and facility rental
- Coordinates arrangements for vendors, entertainers, caterers and volunteers
- Assists with set-up, arrangement and tear-down of tables, chairs, technical equipment and related items
- Assists with the preparation of grant applications
- Ensures gifts and sponsorships are acknowledged
- Possible updates to Kenosha History Center Website with current and future museum related events, exhibits and general information, in cooperation with webmaster
- Promotes the Kenosha History Center and Southport Light Station through the museum website, Facebook, Twitter and other social media websites on a weekly basis
- Compiles periodic reports concerning success of social media contacts, increase of fans and followers, and general information on activities conducted through social media outlets.
- Develops email and social media marketing campaigns concerning memberships, events, sponsorships, exhibits and facility rental
- Writes and releases press releases for events, exhibits and other museum publicity

- Creates brochures, posters, and general publicity materials
- Promotes the museum's membership program and Gift Shop sales
- Promotes facility rental
- Attends other local events to reach new audiences and introduce them to the museums
- Assists with promotion of individual and corporate memberships, including membership upgrades
- Works with other museum staff on organization and production of the museum newsletter
- Monitors and order stock of membership, event and exhibit promotional materials
- Fosters strong relationship with the Board of Directors, members of the Events and Membership Committees, volunteers and staff
- Other duties as assigned by Executive Director or Board of Directors

Qualifications:

- Bachelor's degree and minimum of two (2) years of related work experience or equivalent combination of education and experience preferred
- Must have knowledge and experience with social media sites
- Knowledge of website and blog development and maintenance a plus
- Ability to work independently, manage multiple projects and meet deadlines with little or no supervision
- Must have experience with Microsoft Excel and Word
- Experience with Microsoft Publisher and/or Adobe Creative Suite (Adobe DreamWeaver and Adobe Photoshop, Adobe Professional) a plus
- Must have good communication, organizational, and creative writing skills
- Ability to establish and maintain effective working relationships with co-workers, other agencies, sponsors, donors and the general public

Salary and Benefits

- \$12 per hour plus a potential Performance-based Bonus including:
 - 1) 5% commission of corporate membership fees for a minimum of 5 new corporate memberships (provided at year end)
 - 2) 10% commission of facility rental fees for a minimum of 5 facility rental contracts per year (provided at year end)
 - 3) 10% of event profits, where net profits are a minimum of 40% above budgeted event net profits (provided at year end)
- 6 hours of paid time off (PTO) after 3 months of employment
- 4 paid vacation days after completion of 6 months probationary period
- Possibility of year end performance-based bonus

Interested persons should send or hand deliver a Letter of Interest and a resume to:
 Kenosha History Center
 Attn: Executive Director
 RE: Marketing and Event Coordinator Position
 220 51st Place
 Kenosha, WI 53140

Questions may be directed to: (262) 654-5770. **Deadline for submittal of Letters of Interest is 4:00 p.m. Friday August 29, 2014.**
EOE.