

Position: Webmaster & Marketing Assistant, part-time

Group: Community Engagement

Reports to: Associate Director of Development & Communications

Date updated: 09.27.2018

FLSA status: up to 29 hours per week (part-time); non-exempt (hourly)



To apply for this job

Email or mail a cover letter and resume to:

Explora

Attn: Renee Ruybal, Associate Director of Development & Communications

1701 Mountain Rd NW

Albuquerque, NM 87104

rruybal@explora.us

Position open until filled

Position Summary:

Explora seeks a Webmaster & Marketing Assistant to join its creative team, which includes a Publications & Marketing Manager and Graphic Designer, in promoting Explora's mission and work in New Mexico. The Webmaster & Marketing Assistant will ensure that Explora's website remains a robust, vital information and marketing tool, and that Explora stays in touch with and delivers valuable content to the community via social media, email, community calendars, and other marketing channels.

Essential Duties and Responsibilities

1. Ensures Explora's website and social media sites are maintained and updated, including regular content updates on homepage, special events page, and seasonal edits to all pages, with new page creation as needed.
2. Compiles Explora events and programs into monthly calendars in Word and Excel/Google and submits these regularly to community calendars and other publications, maintaining a record of submissions.
3. Works with Associate Director of Development & Communications to develop new web pages, functionality, and content.
4. Builds or maintains website/database support for reservations, surveys, special initiatives, contests, videos, image galleries on website, and social media.
5. Coordinates with Explora working groups to promote content related to their areas, such as education, special events or programs, and exhibits.
6. Helps research and identify tools for electronic or multi-channel engagement activities, such as surveys, contests, scheduling, and payment processing.
7. Assists with other marketing related tasks, as needed.
8. Provides clear access for website visitors to all sites and schedules content with a keen eye to trends in promotions, to drive audiences to certain sites.
9. Takes an active role in maintaining good SEO, staying abreast of current trends, and optimizes online media channels to track and deliver valuable viewer analytics in monthly reports to Associate Director of Development & Communications.
10. Consults with vendors and IT manager on OS updates, hardware maintenance, and security protocol, and makes budget predictions and recommendations to Associate Director of Development & Communications.

Minimum Qualifications:

- Excellent communication skills. Ability to work in a collaborative team environment, yet demonstrate strong initiative and make independent decisions using Explora core values and marketing style sheets to guide new content creation.
- Well-developed organizational skills, time management skills, and attention to detail.
- Demonstrated ability to learn and master technical skills as needed.
- Detail-oriented proofreader with excellent grammar and fact-checking skills.
- Ability to consider and integrate online marketing strategy into Explora's web and social media enterprises.
- Experience with administration of a website, using back-end manipulation in the Content Management system.

Preferred Qualifications:

- Administration of a website for two years or more.
- Highly skilled in WordPress, use of Jupiter theme preferred.
- Proficiency to troubleshoot HTML5, CSS, and Javascript as needed.
- Understanding of the concepts of Relational Database management and web application programming.
- Demonstrated proficiency in Microsoft Office (Word, Excel) and web alternatives like Google Doc, Sheets.
- Ability to manage and send email newsletters using an email service, such as Constant Contact.
- Ability to use Google Analytics to analyze web trends and generate understandable reports for management.
- Proficiency with Adobe Creative Suite tools, especially Photoshop and Illustrator or InDesign.
- Ability to coordinate work with Graphic Designer and Publications & Marketing Manager, to incorporate their graphics and text into the website, emails, social media, and community calendars.
- Ability to do simple image manipulations in Photoshop to prep photos for web and social media use.
- Ability to consider and integrate online marketing strategy into Explora's web enterprise.
- Experience with incorporating moving image content, surveys, contest, or other interactive content into web and social media to drive and track engagement.
- Proficiency in digital still and video camera use.

Functional Work Characteristics:

- Requires sufficient skills to work in a business environment, including organizing, coordinating, exercising daily decision-making, analyzing, and interpreting.
- Requires effective eye-and-hand coordination and manual dexterity.
- Requires standing and walking approximately 25% of the time, with regular need to perform physical actions that include sitting, stooping, kneeling, crouching, crawling, reaching, handling materials, pulling, carrying, and pushing.
- May occasionally require lifting of various materials and equipment to a maximum of 50 pounds.

Work Conditions:

- Most essential duties are performed in a museum and office environment with exposure to a variety of business equipment and other pertinent materials normally found in this type of work setting.
- Museum facilities may expose incumbent to high noise levels, temperature changes, liquid nitrogen, helium gas, electrical exposure, unpredictable ventilation, dust, and physical obstacles.
- Work is normally performed in an area of limited privacy.

Employment Screening and Compliance:

- Background check required.
- Employee must comply with all operational policies, especially those involving the safety of fellow workers, volunteers, and client/customers.
- Employee must maintain a current and valid driver’s license to perform work duties if position requires activities that require travel by motor vehicle, whether personal or company car.
- Position may require a person to be bonded.

Employee Acknowledgement:

This job description is intended to convey information essential to understanding the scope of this position. It is not intended to be an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with the position. Explora maintains the right to augment or delete duties and responsibilities as business needs dictate.

I have read and understand the entire contents of this job description, including the work demands and expectations of this position. I understand that my employment at Explora is employment “at will” and may be concluded at the convenience of Explora Science Center and Children’s Museum of Albuquerque. I am aware of my right to notify my employer of any reasonable accommodation that may be necessary to perform this work. I further believe to the best of my knowledge that I am able to perform these duties and responsibilities. If I determine that an accommodation may be necessary at a later date, I shall notify my employer. I understand that my employer maintains certain rights as well under the Americans with Disabilities Act (ADA).

Employee signature

Date signed

Director signature

Date signed

EXPLORA SCIENCE CENTER & CHILDREN’S MUSEUM IS AN EQUAL OPPORTUNITY EMPLOYER