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| Job title | <i>Events Specialist and Marketing Associate</i> |
| Reports to | <i>Public Relations and Marketing Manager</i> |
| Department | <i>70-000</i> |
| Grade | <i>Grade</i> |

Job summary

Discovery Lab seeks a self-motivated, outgoing, and organized Events specialist/Marketing Associate to assist our growing organization in delivering phenomenal events that build business relationships, generate excitement around the museum, and amplify brand awareness. This full-time position reports to the Public Relations and Marketing Manager within the Organizational Development Department. This position is responsible for the seamless planning and execution of events within the museum—sometimes as a team member, but more often as the lead and project manager. Strong communication skills and a pleasant, positive rapport are necessary to communicate with internal and external stakeholders.

Duties and responsibilities

Primary functions:

- Oversee the planning, execution, and marketing of various events designed to educate guests through hands-on STEAM experiences; such as, Noon Year's Eve, Cookies and Science, Introduce a Girl to Engineering, Adults Night Out, etc.
- Collaborate and communicate regularly cross-departmentally with Education, Exhibits, and other areas of the museum to increase member loyalty, attract new members, and drive individual admissions to the museum
- Manage event budget and requisitions, including contracting rentals, entertainment, and other vendors
- Coordinate day-of logistics, including event check-in, educational activities, and volunteer support
- Evaluate guest experiences and assess effectiveness of programming to achieve positive outcomes
- Co-coordinate committee and event logistics for the annual fundraiser, Electric Lime Gala
- Assist marketing team with the development of promotional strategy and marketing materials through copy writing, design, and social media.
- Maintain the overall events calendar, strategically planning the placement of events around other museum programming and rentals.
- Continuously brainstorm ideas for new events created to serve specific museum audiences

Secondary functions:

- Assumes other tasks and responsibilities as assigned by the Director of Organizational Development or PR and Marketing Manager.

Qualification requirements

Knowledge and skills:

- Highly motivated with the ability to exercise initiative and good judgment, ability to deal with rapidly changing priorities, possess excellent problem-solving, organization, administrative, and interpersonal skills.
- Ability to effectively manage and track multiple projects simultaneously, work well under pressure with a high degree of accuracy, and meet stringent deadlines.
- Computer literacy with demonstrated competence in word processing and spreadsheet applications.
- Excellent communication skills, both oral and written, and ability to maintain confidentiality.
- Thorough knowledge of business English and math, office/accounting/budgeting principles, procedures and standards.

Education and work experience:

- Minimum 2 years of event planning and marketing experience or equivalent.

Preferences:

- Bachelor's Degree preferred or equivalent combination of education and experience.

Working conditions

This job is a regular, full-time, non-exempt, hourly position. The typical work schedule for this job is Monday-Sunday between 9 am – 5:30 pm. Occasional after hours may be required. Shared office environment.

Physical requirements

55% Sitting, 35% Standing, 10% Lifting/Carrying/Pushing/Pulling no more than 10-50 lbs.

Additional requirements

- Valid driver's license
- Pre-employment and/or pre-duty checks, such as criminal background check, alcohol and drug test, and reference checks

Direct reports

None

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| Approved by: | |
| Date approved: | |
| Revised: | |

This position description is representative of the major position requirements and is not intended to be all inclusive.

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