

Title: External Affairs Associate

Reports to: Director of External Affairs

Job Type: Part-time [Non-Exempt]

Schedule: 28 hrs/wk. [Monday-Friday]

Compensation: \$23.00 - \$34.00 per hour

Role: The External Affairs Associate plays a pivotal role in supporting the mission of the Staten Island Children’s Museum through marketing, special events, membership management, fundraising, and database administration. With a strong emphasis on effective interpersonal, written and oral communication, and exceptional organizational skills, this role is central to ensuring the smooth execution of these critical functions. From crafting marketing materials and maintaining online platforms to coordinating fundraising events and enhancing membership experiences, the External Affairs Associate is tasked with a range of responsibilities that contribute to the organization's overall success. If you're a detail-oriented, highly organized individual with a knack for project management and a passion for children’s museums, this role offers an opportunity to make a meaningful impact.

Responsibilities:

Marketing

- Create promotional materials and content for a variety of programs through press releases, flyers, eblasts, co-marketing opportunities, free pass distribution.
- Update online platforms including website, SEO, all social media, Google Ads grant/compliance, external listings.
- Create and schedule promotional posts on social media, website, and external listings.

- Gather audience feedback through periodic surveys of visitors, field trip leaders, and employees.
- Maintain the brand reputation through adherence to brand guidelines and responses to online reviews and customer concerns.
- Coordinate photography of visitors and residencies, curate photos, and produce photo posters for schools and provide layout and exhibit signs as well for sponsors

Development

- Coordinate the implementation of fundraising events in concert with event committees.
- Conduct the gift entry and donation acknowledgement process; provide personalized stewardship and ensure benefit fulfillment to major donors and sponsors, maintain up-to-date records
- Coordinate with community groups/businesses in joint fundraising campaigns/promotions
- Set up/maintain various ancillary payment portals Facebook Donations, Venmo, Square, Benevity
- Reconcile records with Finance

Membership

- Strategize and implement methods to increase membership and membership renewal.
- Provide all the benefits fulfillment for members including prompt personal customer service, welcome and informational emails, access to eMembership cards, access to reciprocal entry at other venues, periodic informational emails to ensure satisfaction.
- Conduct membership processing, renewal reminders, and maintain up-to-date records
- Reconcile records with Finance

Database Administration

- Create specialized queries and reports to assist marketing, membership, and fundraising efforts.
- Support set up of Online Ticketing/Registration/Receipting Process/Language

Administration

- Prepare materials for meetings
- Work closely with other departments on joint projects
- Process credit card use reports
- Other duties as assigned

Preferred Qualifications

Bachelor's degree in communications, English, marketing, journalism, public relations or related field. Proficiency in Microsoft Word/Excel required. Ability to lift 40 lbs.

Highly organized, detail-oriented, and adept in project management and time management

Minimum Qualifications

A cover letter is required as part of the application process describing how the applicant's experience is a good match for the job requirements. High school diploma and/or its equivalent, plus three years of relevant work experience required, or the equivalent combination of education and experience. Must have excellent verbal and written communications skills and ability to handle highly sensitive and confidential prospect information discreetly. Must be detail oriented, self-motivated, and able to work independently and manage multiple responsibilities simultaneously and meet deadlines in a high-volume environment.

Important to note:

Vaccination Requirement

To ensure the overall health and safety of the SICM campus, all staff of SICM are required to be fully vaccinated and have received booster vaccines against the virus that causes COVID-19, absent qualifying exemptions for medical, religious, or other reasons in accordance with applicable laws.

EEO Statement

The SI Children's Museum is an Equal Opportunity Employer and is committed to complying with all federal, state, and local equal employment opportunity laws. The SI Children's Museum provides equal employment opportunities to all employees and applicants for employment without regard to race, color, creed, religion, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, disability, marital status, military or veteran status, domestic violence victim status or any other basis prohibited by applicable federal, state, and/or local laws.

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.