

MINNESOTA LANDMARKS JOB DESCRIPTION

Effective Date: 6/2024

PROGRAM & MARKETING ASSOCIATE

The Minnesota Landmarks Community Programs Department is responsible for the creative work and logistics necessary to produce an annual set of outstanding public events. The Programs & Marketing Associate is a vital support role that will have a strong presence in the planning and execution of the public cultural events offered at Landmark Center. This position is in person, office based (not remote) at 40 hours/week (full time), with some evening and weekend hours.

The Program & Marketing Associate will report directly to the Community Programs Director, but will also support the entire program team and the Minnesota Landmarks Building Events Committee. The position will be responsible for assisting with committee meetings, generating meeting materials as requested, and taking and distributing official meeting notes. In addition, the Program & Marketing Associate will:

- I. Assist with executing new and existing Minnesota Landmarks community programs and events, and coordination of logistics for all events.
 - A. Assist with staging a wide range of community events that appeal to broad and targeted audiences.
 - B. Assist with developing events that reflect and enhance the reputation and spirit of Landmark Center.
 - C. Communicate with vendors and event partners regularly during event planning.
 - D. Coordinate event scheduling, proper room/space set-up, equipment, technical support, personnel and clean-up with the Building Supervisor and set-up crew.
 - E. Provide logistical support and assistance with decorations, ticketing and other necessary event support.
 - F. Help Associate Director of Visitor and Volunteer Services coordinate volunteers for events as needed.
 - G. Develop and post signage and other informational materials to communicate event details to the public. Organize informational table at events with marketing materials, surveys and sign-up forms.
 - H. Staff programmed events and assist in supervision. In some cases, the Programs Associate would solely staff an event.
 - I. Provide announcements, welcomes and other speaking requests as needed at events.
 - J. Serve as a liaison and resource between the Community Programs Dept. and building tenant agencies in program-related activities and marketing them.
 - K. Assist the Associate Director of Visitor and Volunteer Services with volunteer-related administrative tasks and collateral design.
- II. Manage data entry for expenses, mailing lists and program surveys.
 - A. Manage department purchase orders, and track expenditures in program and marketing budget.
 - B. Assist with development of annual program and marketing budget.
 - C. Responsible for data entry and maintenance of mailing lists and program evaluation spreadsheets.
- III. Assist the Community Programs Manager with executing marketing for cultural events, rental events, and general building marketing.
 - A. Assist with proofreading; editing, writing, collecting information for social, print media and web information.
 - B. Manage the creation and sending of weekly e-newsletter.
 - C. Track and monitor media coverage and maintain current reports and clippings.
 - D. Manage submission of events to public calendars.
 - E. Assist with website updates and collateral design as needed.
- IV. Staff the Building Events Committee of the Board with departmental managers and Community Programs Director. Responsibilities may include, but are not limited to, setting up meeting room, preparing refreshments, taking and reporting meeting notes, assembling meeting materials.

Minimum Requirements:

- Bachelor's Degree completed
- Minimum of two years' nonprofit experience, preferably in event planning and coordination
- Demonstrated detail oriented; reliable; excellent follow-through
- Positive attitude; professional demeanor
- Able to take direction, instruction, and constructive critique; willingness to learn
- Ability to self-direct and problem solve
- Able to speak confidently and professionally via telephone and in-person with a wide variety of individuals
- Exceptional, professional oral and written communication skills
- Proficient knowledge of Microsoft Office Suite software
- Able to remain flexible when plans, directives, or objectives change on short notice
- Valid Minnesota Driver's License
- Able to work evening and weekend hours as event schedule dictates
- Comfortable working with diverse community partners and making all feel welcome and accepted at Landmark Center

Physical Requirements:

- Ability to read, write, and understand English
- Ability to climb/descend stairs
- Ability to lift up to 30 lbs
- Ability to stand for long periods of time
- Ability to be on the move for two - three hours at a time

Strongly Preferred:

- Working knowledge with the following programs: InDesign, Photoshop, Illustrator, WordPress, TicketLeap, MailChimp and Room Viewer
- Experience in marketing and graphic design
- Experience in public speaking
- Demonstrated familiarity with the Twin Cities arts and culture environment
- Experience and/or interest in history interpretation

Salary range: \$20.00 - \$22.00 hourly (\$42,000 - \$46,000 annual) depending on qualifications

Competitive benefits package including health, dental, retirement, vacation, and other time-off.

***Position open until filled. To apply, applicants must submit both a cover letter and resume to Minnesota Landmarks (eseeley@landmarkcenter.org).**