



THE OLD BALDY FOUNDATION, INC.
And Smith Island Museum of History

COMMUNICATIONS AND GIFT SHOP ASSISTANT
(Full time, hourly, non exempt position)
POSITION DESCRIPTION

REPORTS TO: EXECUTIVE DIRECTOR

POSITION SUMMARY: Reports directly to the Executive Director - This position is responsible for planning, development and implementation of all of the Organization's marketing, marketing communications, and public relations activities. Develops materials, utilizes social media, web site and email in support of the Foundation's mission. Also will assist Gift Shop Manager in retail operations

MAJOR DUTIES RESPONSIBILITIES:

Communications

1. Responsible for the creation of monthly newsletter and other ad hoc communications via Constant Contact. Create a strategy to optimize targeted lists.
2. Create a bi monthly news blog with organization news and history research.
3. Develop and maintain social media strategy and copy for channels to include Facebook, twitter and instagram.
4. Maintains, designs and audits website content. Develop SEO strategies and analyze Google analytic to optimize traffic
5. Maintain brand awareness, follow brand standards and alter brand voice as seen fit with Executive Director.
6. Prepares written materials for the organization for outside distribution. Includes but not limited to press releases, event flyers, rack cards, print ads, community calendars, email blasts and newsletters and other public information.
7. Work closely with Event Coordinator to create all graphics, set up online registrations, and develop a marketing plan to promote ticket sales for special events.
8. Supports Event Planner with all Special Events
9. Other tasks as required.
10. Will comply with OBF's policies and procedures.

Gift Shop

1. Responsible for opening and closing all facilities making them ready for visitors by the scheduled opening time when required.
2. Responsible for the proper handling of cash and operation of Point of Sale as outlined in the policies and procedures manual.
3. Responsible for the visitor experience including, answering questions, taking admission fee, selling items from the gift shop.
4. Assist in maintaining the gift shop in an attractive manner including regular stocking of merchandise and light cleaning.
5. Assist with inventory control procedures and product management.
6. Assist with large tours when required
7. Other tasks as required.

SKILLS:

Knowledge of Adobe software, Social Pilot, WIX, Canva, (design experience helpful).
Excellent written, verbal and interpersonal skills and strong computer skills (Microsoft Word, Excel, Outlook) are required.
Must have demonstrated knowledge and experience working with websites to reach audiences and the ability to work effectively with various forms of media.
Previous experience with Point of Sale applications
Must be able to manage multiple tasks at one time
Must be available to work weekends and some holidays
NC Drivers license required

RATE OF PAY: Commensurate with Candidate's experience

BENEFITS: A portion of Group Health Insurance
Ferry and Parking provided by the Old Baldy Foundation
Accrues annual vacation and sick leave per personnel policy.
5 paid holidays each year