

Marketing Outreach Assistant

Grade: 3

Reports to: Public Relations Manager
Job Status: Non-Exempt, Part-Time

Department: Public Relations
Approval Date: May 2016

Job Summary:

The primary responsibility of this position is to support the hands-on community involvement initiatives of the South Carolina Aquarium. The Marketing Outreach Assistant will drive the implementation of strategic opportunities that advance the businesses brand identity, awareness and ultimately gate attendance through external communications and community representation.

Essential Functions:

- Support the Public Relations Manager with organization of staff and volunteer participation in community outreach events
- Set up, staff, and break down the outreach booth at events
- Provide exceptional animal care when transporting animals and exhibiting animals in the community
- Develop a thorough knowledge of Aquarium species and conservation issues surrounding them
- Prepare and maintain an up-to-date listing of Aquarium events and new initiatives
- Coordinate Aquarium attendance at various events with host person or organization
- Talk to community members about Aquarium events, promotions, and information
- Support costume character or handler needs and remain flexible and open minded for 'jumping-in' to costume character or mascot role
- Community outreach includes night and weekend work
- Work with education department to coordinate educator attendance at certain events
- Work with volunteers and provide them with detailed instructions and information for each event
- Post to various Aquarium social media channels when engaging with the public

Other Duties and Responsibilities:

- **Calendar Listings:** Check daily that the South Carolina Aquarium website calendar is up to date and as time allows, update influential local and regional calendar listings
- **Videography:** Use the Aquarium's camera to capture compelling content and happenings in the Aquarium involving guests, volunteers and team members; help generate ideas for video content; upload and edit videos
- **Photography:** Use the Aquarium's camera to take photos of animals/exhibits/people and fun and engaging content for our website and social media channels
- **Copywriting:** Write and edit copy for distribution to Aquarium audiences as needed. Examples include e-content, blog posts, articles, and press related materials

Knowledge, Skills, and Abilities:

- Excellent verbal and written communication skills

- A people person – enjoys engaging in conversation with others
- With training, ability to comfortably handle and interact with animals
- Education in biology or zoology advantageous
- Personal commitment to conservation and environmental issues advantageous
- Proficient in all MS Office products including: Excel, Word, PowerPoint, Outlook
- Ability to handle sensitive and confidential information
- Demonstrated ability to multitask and prioritize
- Ability to interact with various levels of management
- Detail-oriented and able to meet deadlines
- Candidate can expect to work weekends

Education and Experience Required:

- High school graduate
- 1-2 years experience in a similar capacity
- Experience with animal care a plus

Licenses and Certifications Required:

- Valid Driver's License and reliable transportation

Supervision of others:

- Some volunteer supervision involved

Physical Requirements:

Normal office environment with average walking, standing, bending, stooping, crouching, sitting and computer and phone tasks required. Will also works outdoors as needed. Ability to lift up to 50 lbs. needed.

Hazardous Requirements:

None

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.