

## **Seward House Museum**

### **Position Summary-Administrative and Visitor Engagement Coordinator**

**Overview:** The Seward House Museum (SHM) fosters curiosity and promotes learning by providing an immersive connection with the past. Located in downtown Auburn, NY, the SHM is an anchor institution and a critical economic driver in the vibrant cultural heritage tourism industry.

The Administrative and Visitor Engagement Coordinator (AVEC) will manage a variety of projects and will report to the Executive Director. The AVEC will also work closely with staff, volunteers, and the Museum Board of Trustees. This position will assist with general administrative duties including but not limited to maintaining Museum records, bank deposits, answering the phone, mail, and email inquiries. The AVEC will oversee the museum's Point of Sale system and the Museum gift shop.

The AVEC will also assist and coordinate all museum special events and maintain records of ticket sales and other data related to events and special programming. Special programming will include First Fridays, summer programs, speaker events, Halloween tours, special Christmas related events, and other events as directed.

The position is based in a busy historic house museum, subject to frequent interruptions, and will interface regularly with the public. The ideal candidate must be able to handle a wide range of customer service issues and work effectively with Museum staff, volunteers, visitors, and our community partners.

#### **Job Responsibilities:**

- Collaborative point of view and "can-do" attitude
- Works with Executive Director to perform general administrative duties including record management, data entry, maintenance of operational management reports, and opening/closing the POS daily.
- Works with bookkeeper to assist in record management, bank deposits, reconciliation of POS system, and requests from auditors.
- Responsible for tracking and reporting on attendance and monitoring the gift shop.
- Supports frontline operations at the SHM including front desk and gift shop, supervises volunteers and interns, and ensures consistently a high standard of customer service.
- Oversees the training of all staff and volunteers on use of the POS system (currently Square).
- Develops and maintains inventory controls for gift shop and prepares merchandise displays.
- Coordinates sales promotion activities and pricing of merchandise.
- Manages coordination of retail operating budget.
- Manages the development and design of the SHM newsletter and coordinates newsletter with staff and outside vendors.

- Assists in the development and production of all printed communications-related collateral, including brochures, invitations, and program materials.
- Assists in maintaining the SHM's website and updates website on a regular basis.
- Utilizes social media and other technologies to market and inform the public of special events and other programs across various media platforms. Sends out all email blasts utilizing Constant Contact.
- Develops social media strategy and creates website and/or social media content.
- Manages spreadsheets and records of all donations, memberships, and annual fund data.
- Assists the Executive Director, the Director of Development, and the Director of Education in coordinating special events and programs as directed.
- Manages the scheduling of group tours and daily tour schedules in collaboration with the Director of Education and Educational Outreach Coordinator
- Serves on various committees, attends Board meetings, and assists in the preparation of committee and Board meeting minutes.

**Qualifications:**

The AVEC position requires excellent project management skills and demonstrated ability to multi-task in a fast-paced environment with multiple deadlines. Also, excellent verbal and written communication skills, with the ability to communicate effectively to diverse groups, departments, partners, and stakeholders will be essential. Proficiency with Microsoft Office, POS software, and Adobe Creative Suite (InDesign, Photoshop, Illustrator).

Recent frontline experience in a museum or comparable arts institution providing excellent customer service to patrons and member level services ideal. Knowledge of graphic design and marketing required. Excellent knowledge of social media marketing essential.

Bachelor's degree or equivalent work experience. Knowledge of museums or the tourism industry a plus. A positive, outgoing personality, accuracy and attention to detail are required. Must be willing to work weekends and evenings. Salary range: \$33,000-35,000.

**To Apply:** This position is a full-time salaried position and eligible for the Museum's benefit package. To apply, please send a cover letter, resume, a 1-3 page writing sample, and 3 references to; [director@sewardhouse.org](mailto:director@sewardhouse.org) by June 9, 2023. No phone calls please. EOE/D/V/M/F.