

CALIFORNIA STATE RAILROAD MUSEUM FOUNDATION (CSRMF)

Marketing & Programs Coordinator

Overview of the Position:

Reporting to the Director of Events and Marketing, the CSRMF Marketing & Programs Coordinator works closely with Foundation staff, Museum Docents, Sacramento Southern Railroad Volunteers and State Parks staff to assist in the planning and execution of a wide range of marketing projects. The reporting location is 106 K Street, Suite 200 in Old Sacramento and complimentary daily parking is available directly behind the California State Railroad Museum.

Examples of Essential Duties:

- Social media creation and posting.
- Creation of email communications.
- Pulling and maintaining marketing lists.
- Keeping calendars and marketing documents up to date.
- Website postings and updates.
- Graphic design.
- Photography.
- Boots on the ground support of marquee events as assigned.
- Assist with the tracking and documentation of visitation metrics.

Our preferred candidate will possess the following qualities:

- Clear and crisp communication both verbally and in writing via various communication mediums.
- Understand, appreciate, and thrive in a team environment.
- Be highly organized and detail-oriented.
- Be able to respond to changing situations in a flexible manner to meet current needs.
- Possess strong computer skills, including the ability to use Microsoft Office Suite is required. Experience with Raiser's Edge, Constant Contact and website CMS is a plus.
- Experience with Adobe Photoshop, Indesign, and Lightroom.
- Willingness to take ownership.
- Personal determination and grit.

- A keen sense of humor.
- Schedule flexibility.

Physical Demands:

- Ability to sit at a desk performing typical office tasks for extended periods.
- Ability to climb on and off railroad equipment.
- Ability to stand for extended periods.
- Ability to walk for extended periods.
- Ability to work outside in hot and cold conditions.

Compensation:

This hourly 75% time benefited position is budgeted at \$16/hr. Benefits package includes free parking, paid vacation, 75% coverage of medical insurance, and full coverage of vision and dental insurance.

How to Apply:

For full consideration, please send a resume outlining your experience and education, a cover letter explaining your interest and desire to work for the foundation, and a writing sample of your choice to Tim Schroepfer, Director of Events and Marketing at tschroepfer@csrmf.org with the subject line Marketing Coordinator Application by June 21. Interviews of selected candidates is scheduled for July 8 & 9th. Start date for this position is July 29. No phone calls please.