

# The Valentine Employee Job Description

Position Title: Public Relations & Marketing Assistant<sup>1</sup>

FLSA Status: Non-Exempt<sup>2</sup> / Part-Time

## INSTITUTION DESCRIPTION:

The Public Relations & Marketing Assistant assists the Director of Public Relations and Marketing with a variety of projects and programs, ranging from basic social media maintenance to assistance with Richmond History Makers, one of the Valentine's largest events of the year. Candidates should have a basic familiarity with Richmond history and be able to commit 10-20 hours per week.

## CORE RESPONSIBILITIES:

This role requires working across and with a variety of museum departments, including advancement, collections, public programs, and visitor services. The Public Relations & Marketing Assistant will also have the opportunity to attend Museum events.

Reports to: Director of Public Relations & Marketing

Duties may include the following:

### *Social Media*

- Work with the Director of Public Relations and Marketing to develop creative and engaging social media calendar and content
- Manage The Valentine's social media presence across platforms, including live streaming events
- Engage with followers via direct messages, retweets, etc.
- Conduct research for historically accurate content
- Research and recommend innovative social media marketing to leverage brand

### *Media & Design*

- Photographing and video recording events, cataloguing images, searching image archives, etc.
- Perform basic design work for social media posts, newsletters, signs, websites, etc. using Adobe Creative Suite

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DISCLAIMER: This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.

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FLSA stands for the Fair Labor Standards Act, which was enacted by Congress in 1938 and is under Federal Wage and Hour statutes. The Fair Labor Standards Act uses the terms exempt and nonexempt to describe work that is included (nonexempt) or not included (exempt) in the Act's overtime and record-keeping provisions. The Act requires that overtime (payment for hours worked in excess of 40 hours in one week) be paid to employees performing nonexempt work.

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### *Public Relations*

- Draft and edit press releases, media advisories, e-newsletters, blog posts, notes, website content, calendar entries, etc.
- Contribute to marketing and communications plans
- Maintain organized records of media/VIP contacts and calendars (Today in History, obscure holidays, events, etc.)

### *Special Projects & Events*

- Provide support for special projects and events such as the *Richmond Stories* podcast, *Controversy/History* series, and *Richmond History Makers & Community Update* among others.

### EDUCATIONAL BACKGROUND:

- Required: High School Diploma or equivalent.
- Preferred: College with the completion of some marketing & business related courses.

### QUALIFICATIONS:

#### *Interests*

- Genuine love of Richmond history and community
- Strong interest in marketing, public relations, and engaging with the public

#### *Technical*

- High proficiency with social media, specifically concerning content ideation and creation, scheduling, management tools and platforms, and streamlining processes
- Comfortable using Microsoft Office including Outlook, email marketing programs, and website builder software
- Functional knowledge of Adobe Photoshop, InDesign, and Illustrator

#### *Work Style*

- Communicative, engaging, and proactive
- Highly detailed and organized
- Impressive written and verbal communications skills

SCHEDULE: Flexible schedule / 10-20 hours per week

PHYSICAL REQUIREMENTS: The Public Relations & Marketing Assistant must be physically able to:

- Use a telephone, computer keyboard, and mouse
- Reach with hands and arms
- Stand, walk, sit, and climb stairs
- Lift and carry objects such as boxes, files, and equipment weighing up to 40 pounds
- Communicate directly for extended periods of time

Specific vision abilities required by this position include close vision and the ability to focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.