



Marketing & Design Assistant

Position Summary:

The Erie Canal Museum, located in downtown Syracuse, New York, showcases the only remaining weighlock building in the United States. The Museum collects and preserves Canal material, and provides engaging educational experiences that champion an appreciation and understanding of the Erie Canal's transforming effects on the past, present and future. Established in 1962, the Erie Canal Museum shares 200 years of Erie Canal history through interactive displays, original artifacts, and public programs.

The Erie Canal Museum seeks a part time Marketing & Design Assistant to work specifically on tasks related to [Erie Eats: The Erie Canal Foodways Project](#). This temporary position is funded through the end of October 2021. *Erie Eats* is a multifaceted project that includes an exhibit that will be at the Museum from May 15-October 31, 2021 and offered virtually on our website, public programs developed with a variety of community partners, and a publication. The Erie Canal Museum is committed to building a diverse and inclusive workforce. We strongly encourage members of traditionally underrepresented communities to apply.

Erie Eats is made possible by generous support from the William G. Pomeroy Foundation, the Erie Canalway National Heritage Corridor and the NYS Canal Corporation, along with support provided by Market NY through I LOVE NY, New York State's Division of Tourism, as a part of the State's Regional Economic Development Council initiative.

Duties & Responsibilities:

- Work closely with Museum Educator & Interim Curator to design high quality marketing and educational materials for *Erie Eats*;
- Manage website and social media content particularly related to *Erie Eats*;
- Develop an innovative marketing plan for *Erie Eats*, including Google Ads, and manage a modest marketing budget;
- Collect, analyze and report analytics to regularly evaluate the performance of marketing campaigns;
- Assist in design for the *Erie Eats* publication; and
- Other duties as needed or assigned.

Knowledge, Skills and Abilities:

- Excellent verbal and written communication skills with the ability to communicate to multiple audiences.
- Demonstrated experience working with social platforms, including Facebook, Twitter, and Instagram.
- Experience with Google Ads, WordPress, MailChimp, and Adobe Creative Suite is a plus, along with graphic design experience.
- Self-motivated, highly creative, and organized with a careful attention to detail and the ability to prioritize, meet deadlines, and manage several simultaneous tasks.

Qualifications:

- Minimum two years of related experience; and
- Bachelor's degree in relevant field of study preferred

Additional Details:

This part time position will work 15 hours per week and be paid \$16.00 per hour. Schedule can be flexible.

This position is scheduled to end October 31, 2021.

To Apply:

Please email a letter of interest, two references, and resume detailing your relevant experience, including 3-5 examples of design work and/or Social Media content you have created to Natalie Stetson at employment@eriecanalmuseum.org with "Marketing & Design Assistant" in the subject heading. Application deadline: April 15, 2021. No phone calls please. Applications are accepted until position is filled.

The Erie Canal Museum (ECM) is an American Alliance of Museum accredited history museum with the mission to preserve the only existing weighlock building in the United States, collect and conserve Canal material, champion an appreciation and understanding of Erie Canal history through educational programming, and promote an awareness of the Canal's transforming effects on the past, present and future.

ECM recruits and hires employees without regard to race, color, religion, national origin, sex, age, disability, or sexual preference, and treats all employees equally with respect to compensation and opportunities for advancement, including upgrading, or promotion. ECM supports the Americans with Disabilities Act, and will take such measures insofar as possible to assist employees who need accommodation. Reference checks are conducted for all positions.