



**Marketing Assistant (Part-time)**  
(Hourly Rate: \$17 - \$18 per hour)

Pretend City Children's Museum is a non-profit organization whose mission is to build better brains through fun, whole body learning experiences and empowers children and their grown-ups to meaningfully connect with and expand their world. Designed as an interactive and hands-on museum, Pretend City Children's Museum provides programming, activities and learning opportunities that are not typically offered in schools or readily accessible within the community.

In line with our goals and mission, we are currently seeking a dynamic and motivated part-time Marketing Assistant to join the team. The Marketing Assistant will work closely with the marketing team to support various marketing tasks related to promoting Pretend City monthly programs, special events, campaigns, and contribution to the overall success of our marketing initiatives.

**Essential Functions:**

- Assists in content creation, creating graphics/ videos using Adobe Illustrator, Adobe InDesign, Cap Cut, Adobe Premier Etc.
- Assists the Marketing and Communication Manager in creating a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership, and traffic across Pretend City.
- Assists in posting, scheduling, engaging, and responding on Online Platforms (Instagram, TikTok, Facebook, Threads, X, Pinterest, YouTube, Yelp, Etc.)
- Experiment with new and alternative ways to leverage social media activities.
- Assists in monitoring trends in social media tools and applications.
- Assists in measuring the impact of social media on the overall marketing efforts.
- Assists in archiving media materials including photos, advertisements, editorials, etc.
- Assists in writing and editing marketing copy.
- Assists in updating calendars on website (WordPress) also other outside online calendars.
- Assist with planning and executing special events.
- Perform other duties as assigned.

**Essential Qualifications:**

- At least one year of related experience in marketing, public relations, or related field.
- Experience with social media tools and techniques.
- Excellent writing and communication skills.
- Excellent copy-editing skills
- Ability to work and communicate well with others.
- Ability to acquire new knowledge quickly and work autonomously.
- Ability to manage multiple projects effectively, as well as manage and meet deadlines.
- Ability to thrive working both independently and within team settings.
- Extremely detail oriented.
- Good working knowledge of marketing and advertising processes.
- Able to work on the weekends as needed.

**Application Procedure:**

To be considered for this recruitment, please submit a cover letter, resume, and 3 professional references to [jobs@pretendcity.org](mailto:jobs@pretendcity.org). The email subject line MUST include Marketing Assistant.

*Pretend City Children's Museum is proud to be an equal opportunity employer and is committed to actively seek a diverse pool of qualified candidates. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, gender, gender identity or expression (including transgender status), sexual orientation, national origin, ancestry, citizenship status, age, disability or handicap, veteran status, marital status, pregnancy, genetic information, or any other characteristic protected by applicable law.*