



MARKETING SPECIALIST

Discover Science Center is currently accepting applications for an enthusiastic **Marketing Specialist** to join our Team. Our Marketing Specialist will work with our Education Team to highlight, market and grow our hands-on, informal science education programs for K-12 students, including camps, homeschool courses, after-school programs, scout workshops, birthday parties and more.

We are looking for someone who:

- Has a great attitude and great ideas on how to creatively market to local and national audiences.
- Is interested in growing professionally with our expanding business long-term. This is not an opening for a short-term or temporary position.
- Is experienced in developing and executing digital marketing campaigns, including creating copy, graphic and video content.
- Is a people person who is interested in learning about our science education business in order to effectively promote it.
- Can effectively work in a busy, high-energy environment.
- Can positively represent Discover Science Center.
- Is a good fit within our company culture.

Primary responsibilities of this position:

- Develop marketing strategy and schedule for educational programming to build brand awareness, maximize enrollment, increase customer retention and grow our local and national customer base.
- Social media campaigns – develop social media marketing strategy, create branding and sales content, and monitor social media platforms.
- Direct email campaigns - develop email content and design, maintain updated email database and schedule weekly and monthly emails.
- Print media – create content and graphics for flyers and promotional materials.
- Websites – update website and program registration content.
- Marketing events – prepare marketing collateral and attend promotional events.
- Assist other Team Members as needed.
- Occasional weekend hours are required.
- Position is 30-40 hours/week: 50% remote, 50% on-site (primarily Roswell location, but occasional days at Peachtree City location may be necessary).



Compensation:

- Hourly base pay (range \$18-\$20/hour) plus commission after first 90 days.
- Health, dental and vision insurance options available (full-time only, partially compensated).
- Retirement benefit (Simple IRA) with company match.
- Paid time off.
- Summer camp for children of Team Members and other unique benefits included.

About us:

Discover Science Center is an informal science education enrichment center whose purpose is to supplement the STEAM (Science, Technology, Engineering, Art and Math) curriculum taught in K-12 schools and homeschool programs. Our programs focus on hands-on, interactive learning, and were designed by scientists and educators to take advantage of the natural fascination students have with science.

Our mission is to serve the community by providing fun and interactive educational experiences and opportunities related to science, in order to inspire and support childhood passion for learning.

We value hard work with a healthy life/work balance, professional growth and upward movement within our growing business.

See what we do:

www.DiscoverScienceCenter.com

www.facebook.com/DiscoverScienceCenter

To apply, please send the following to tonya@discoversciencecenter.com:

Letter of interest

Resume/Curriculum Vitae including examples of your work

Contact info for three references