

Title:	Marketing Specialist
Reports To:	Assistant Director of Marketing
FLSA Status:	Nonexempt: Full-Time, Hourly

Overview:
<p>The Marketing Specialist supports the planning, execution, and coordination of non-touring marketing initiatives across Honeywell Arts & Entertainment brands, venues, programs, and experiences. This role focuses on storytelling, content development, copywriting, and campaign coordination to drive audience engagement, brand awareness, and guest experience alignment. The Marketing Specialist collaborates closely with Creative, Digital Growth, Programming, Guest Relations, and other department operational teams to deliver cohesive and compelling marketing communications across multiple channels.</p>

<p>Essential Duties and Responsibilities (Note: Other duties may be assigned) <i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.</i></p>
<p>Marketing Campaign Coordination</p> <ul style="list-style-type: none"> • Supports planning, execution, and coordination of non-touring marketing campaigns and organizational initiatives. • Collaborates with Digital Growth, Creative, Programming, Guest Relations, and other department operational teams to align messaging and campaign priorities. • Assists with campaign timelines, project coordination, asset organization, and promotional deliverables across multiple departments and venues. • Participates in planning meetings to support marketing initiatives, audience engagement strategies, and promotional opportunities. <p>Content Creation and Campaign Support</p> <ul style="list-style-type: none"> • Develops, edits, and adapts marketing content for email, social media, web, digital advertising, print, and other promotional channels. • Partners with Creative Services and Marketing leadership to support integrated campaigns through effective messaging, storytelling, and content execution aligned with organizational priorities. • Ensures consistent brand voice and messaging across Honeywell Arts & Entertainment programs, venues, and institutional marketing efforts. • Assists with proofreading, quality control, and versioning of marketing assets to ensure accuracy, clarity, and timely delivery across channels. • Supports content planning, coordination, and execution for seasonal campaigns, non-touring events, institutional initiatives, and community engagement marketing.

Digital and Audience Engagement Support

- Supports digital marketing efforts through content coordination, social media scheduling, monitoring, and audience engagement as needed.
- Collaborates with the Digital Growth team to support CRM, email, and audience engagement initiatives.
- Assists in gathering campaign insights and engagement metrics to help inform future marketing strategies and content development.
- Provides recommendations for messaging, creative opportunities, and audience engagement improvements.

Cross-Functional Collaboration and Marketing Support

- Works closely with internal departments to support marketing communications related to events, programs, partnerships, and organizational initiatives.
- Coordinates with internal stakeholders to gather promotional information, assets, approvals, and event details.
- Provides marketing coverage and support for events, programs, workshops, meetings, and organizational activities as needed.
- Participates in ongoing product development, audience research, and brainstorming efforts to support organizational growth and guest engagement.

Responsibilities are subject to change and increase as the position evolves.

Knowledge, Skills and Abilities

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- **Adaptable and Eager to Learn:** Flexible in dynamic environments with a drive for continuous growth.
- **Strong Communication:** Skilled in delivering clear communication and in building relationships.
- **Confidentiality and Integrity:** Handles sensitive information with discretion and professionalism.
- **Time Management and Attention to Detail:** Efficiently prioritizes tasks and ensures high-quality results.
- **Project Management:** Experienced in leading projects, managing resources, and meeting deadlines.
- **Decision-Making and Problem-Solving:** Strong judgment in resolving complex issues.
- **Tech-Savvy:** Advancing in Microsoft 365 and leveraging technology for productivity.

- **Industry Knowledge:** Stays current on trends and best practices to drive innovation.
- **Customer-Centric:** Focuses on delivering exceptional customer experiences.
- **Results-Oriented:** Consistently achieves goals on time and within budget.

Education and/or Experience

Bachelor's degree in Marketing or related field and 2-3 years of related experience or equivalent combination of education and experience.

Environment and Physical Demands

The physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Office environment.
- Utilizing an office desk – sitting, reading, listening or speaking with the ability to move intermittently throughout the day.
- Constant walking and standing; frequent bending, stooping, and reaching.
- Occasionally lift up to 25 lbs. with the ability to push or pull more than 25 lbs.
- Ability to work in a fast-paced environment.
- Strong sensory skills, such as good eyesight, good hearing, and dexterity.
- Ability to operate office equipment, including computers, copiers, fax machines, and phones.

Other Requirements

Position may require overtime including limited evening and weekend hours.