Connecticut Science Center
Website & Marketing Coordinator

Job Title: Website & Marketing Coordinator

FLSA: Full Time (40 hour), Non-Exempt

Reports To: Marketing & Membership Manager

Summary:
Serving more than 300,000 adults and children each year, the Connecticut Science Center is the state's premier destination for informal science learning, a top tourist attraction, a hub for teacher training, and one of the state's leading resources for Science, Technology, Engineering and Math (STEM).

The organization's Website & Marketing Coordinator is a member of the Advancement Department, which includes Marketing, Membership, and Development. This position has a broad range of responsibilities including website maintenance, web page content, web page design, website optimization, fulfillment of marketing promotions, supporting membership, and working marketing events. This person should have a strong web and technical background, with a good creative eye and marketing acumen. This position interacts with numerous departments throughout the organization, as well as with a variety of outside partners, vendors, and the public.

Duties & Key Responsibilities:
• Under the direction of the Marketing & Membership Manager, develop and maintain a dynamic and user-friendly site for the web that drives first-time and repeat visitation, corporate and individual donations, positive word of mouth advertising, and supports the overall sales efforts of all Connecticut Science Center programs, products, events, and offerings.
• Provide users with an exceptional e-commerce experience.
• Possess an intellectual curiosity about the work and mission of the Connecticut Science Center, and have a passion for how the organization's website and online presence will support this.
• Be constantly aware of Connecticut Science Center initiatives to anticipate both current and future website needs. Work closely with the Marketing & Membership Manager to plan a website workflow and keep all projects on schedule.
• Work closely with in-house Graphic Designer to maintain a consistent look and feel that runs through our online presence.
• Provides assistance, when needed, with general graphic design related tasks during busy times or in the absence of the Graphic Designer.
• Must work well under pressure of tight timelines and shifting priorities with a dedication to meeting deadlines while producing high-quality work on time.
• Ability to work collaboratively and sometimes manage outside vendors.
• Maintain and keep well-organized all institutional graphic and image files, archives of logos, photos, artwork, designs, etc.
• Commitment to remaining current with best practices, tools, and relevant trends in website design and management by seeking out and attending professional development opportunities.
• Other duties as required.
Requirements & Qualifications:

- Proven web development and design experience with a strong online portfolio. Minimum 5 years of related experience. Degree in Computer Science or a closely related field is strongly preferred.
- Current on all SEO best practices.
- Ability to set up and maintain a MySQL database.
- Advanced proficiency in WordPress and familiarity with many of its advanced plugins and add-on services.
- A solid understanding of Google Webmaster Tools, Google Analytics, as well as Google Merchant Center and Google Adwords.
- Superior organizational skills and the ability to manage a heavy, and constantly shifting, workflow.
- Ability to work a flexible schedule, including some nights and weekends and special event days.
- Commitment to being part of a team.
- Proficiency with industry-leading software and technologies, most importantly; WordPress and Adobe Creative Cloud applications (InDesign, Illustrator, Photoshop, etc.).
- Ability to perform job flawlessly using either the Windows or OSX operating system.
- Fluent in HTML, CSS (including major frameworks), PHP and JavaScript.
- Commitment to remaining current with best practices, tools, and relevant trends around website development.

Helpful Skills (Not Required):

- Experience with either Apache or NGINX.
- Experience with MySQL & MSSQL / Database configuration.
- Experience with File Transfer Protocol (FTP), and all of its variations.
- Experience with SSH/remote connections.
- Experience with standard security/encryption practices.
- Experience with managing APIs.
- Experience with maintaining and extending CMS platforms (Wordpress, Drupal, Moodle).

Physical Requirements:

- Repetitive movement of hands and fingers – typing and writing.
- Occasional standing, walking, stooping, kneeling or crouching.
- Sitting for extended periods.
- The employee must frequently lift and move up to 10 pounds and occasionally lift and/or move up to 40 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Qualified applicants will go through an application process, two-part interview process, and must complete a background check.

To apply, send a cover letter and résumé along with a digital portfolio showcasing different website designs you have created or worked on to HR@CTScienceCenter.org by Monday, April 29, 2019. Please reference “Website & Marketing Coordinator” in the subject line. Incomplete applications will not be considered.

The Connecticut Science Center is an Equal Opportunity Employer.