

JOB DESCRIPTION

JOB PROFILE

Job Title:	Museum Facilitator, Visitor Engagement & Marketing Executive	Job Category:	Operations
Department:	MINT Museum of Toys	Employment Term:	

ORGANISATIONAL RELATIONSHIP

Reporting Superior's Title:	Assistant Operations Manager
Subordinates:	N.A

JOB DESCRIPTION

The Museum Facilitator, Visitor Experience & Marketing Executive will facilitate museum programs, engage visitors and promote the museum through marketing efforts.

DUTIES & RESPONSIBILITIES

Facilitation & Visitor Engagement

- Deliver guided tours and educational programs for diverse audiences, including preschoolers, students, and the general public.
- Deliver complimentary 15-minute tours to enhance visitor experience.
- Provide excellent customer service by welcoming and engaging the visitors.
- Collect Google reviews to improve museum's visibility.
- Develop a strong understanding of the museum's Toy Collections to effectively share knowledge with visitors.

Marketing

- Promote the museum through social media platforms like Instagram, Facebook, Tik Tok, etc.
- Engage with audiences through social media interactions and raise awareness.
- Post daily on social media platforms about museum's activities
- Suggest improvements to enhance our digital tools and platforms including E-Store, Virtual Museum, Interactive AI Ambassador and CRM system.