

Art Director & Marketing Specialist

Reports to: VP of Marketing & Communications

Status: Full-Time, Exempt

Hours: M-F, 9-5p (Flexible as needed in order to meet deadlines or attend meetings or special events.)

Job Summary:

The Art Director & Marketing Specialist develops, directs, implements and maintains the Museum's visual marketing design strategy. Design from conception to execution a wide range of digital and print collateral across multiple platforms, in an effective and timely manner. Maintain the Museum's branding standards and create, based on these standards, design templates for promotional (digital and print) and email campaigns, as well as high-quality promotional art for exhibitions and events. Provide general marketing and communications support as needed, to include: organizing marketing content, providing photography and video direction and assistance, updating website and social media, and performing marketing research, working closely with the VP of Marketing & Communications and other Museum staff in a fast-paced, community-oriented multidisciplinary educational environment.

Essential Responsibilities:

- Make key contributions to Museum's overall marketing strategy development & execution, including setting & maintaining branding standards
- Develop design concepts and execute high-quality, effective creative for promotional campaigns and multiple museum audiences, consistent with Museum branding standards
- Partner with Museum staff to determine needs and establish priorities for marketing visual strategies and graphic design, including the creation of templates for campaigns, recurring promotions and email
- Direct and design (concept through execution) campaign collateral and templates for Museum exhibitions, events and programs, including digital & print ads, digital web banners, e-blasts, digital billboards, posters & display ads, invites & postcards, brochures & flyers
- Ensure consistent visual identity/branding
- Direct Museum photography & video and assist with creation/production, as well as maintaining a Museum photo database
- Organize and track marketing projects efficiently, from concept through execution, ensuring that work is completed on time and within budget
- Create templates and organize content for email newsletters (using email marketing platform CMS), print newsletters, annual reports and other organizational material
- Work directly with print and signage vendors and other vendors to negotiate reasonable prices and ensure high-quality and fast turnaround
- Update on-site digital media/signage platforms
- Assist with updating and maintaining the Museum's website content (using web CMS), as needed
- Assist with updating and maintaining social media content as needed

- Assist with other marketing and communications needs, including research
- Perform other related duties as assigned.

Job Qualifications:

- Bachelor's degree required (visual art or related major preferred)
- At least 2 years of professional graphic design/art direction experience (agency experience preferred)
- Excellent conceptual & strategic thinking skills with big picture orientation
- Portfolio representing a range of high quality design work
- Thorough knowledge of design software (Adobe Creative Suite)
- Knowledge of web CMS, html/css and email platforms preferred
- Ability to learn and work with Museum's CRM software and project management and digital signage platforms
- Ability to work both independently and with a team
- Excellent written & verbal communication skills
- Detail-oriented reviewing & proofreading skills
- Ability to prioritize assignments with strong time management skills, in a very busy and often demanding nonprofit environment
- Effectively communicate the cultural & educational values of the Museum to meet community needs

Essential functions (ADA):

- Ability to work full-time schedule which may include evenings, weekends and some holidays.
- Ability to communicate and interact verbally, both in person and over the phone.
- Ability to use personal computers and other office equipment effectively.
- Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers.
- Exerting up to 10 pounds regularly, up to 30 pounds of force occasionally and/or negligible amount of force frequently to lift, carry, push, pull or otherwise move objects, including the human body.
- Visual acuity to determine the accuracy, neatness, thoroughness of the work assigned.
- Requires the ability to travel to and from job location.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee, and may include other duties as assigned.

Employee Signature: _____ Date: _____