

## Director of Marketing & Communications

Reports to: President & CEO

Status: Full-time, exempt

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

Supervises: Digital Content Coordinator, Creative Director, other staff that may be assigned to the department

### **Job Summary:**

The Director of Marketing & Communications develops and implements the Museum's external marketing and communications strategy. The Director manages media relations, purchases advertising and other marketing-related products and services, manages website, social media and other digital content, oversees graphic design, and writes and edits external communications.

### **Essential Responsibilities:**

- Develop and implement an integrated strategic marketing and communications plan to advance the Museum's brand identity, broaden awareness of programs and priorities, and increase the visibility of programs across key stakeholder audiences.
- Execute marketing strategies that support Museum leadership in cultivating meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Lead development, production and curation of communications products and services including brochures and other print publications, website and social media content, affinity group emails, electronic images, photographs and videos, signs and other collateral.
- Ensure that the Museum's website and social media presence are kept up to date and communicate effectively; manage overall website design and maintenance.
- Manage relationships with media and marketing vendors; purchase advertising and marketing-related materials and services.
- Serve as a spokesperson and lead point person for media interactions.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding exhibitions, movies, programs, special events, public announcements, and other projects.
- Coordinate and implement evaluation tools and protocols to measure, interpret, and analyze the effectiveness of Museum marketing.
- Oversee the day-to-day activities of the marketing and communications function including budgeting, planning, staff supervision, and staff development.
- Assist the President & CEO and VP of Finance with development of the annual budget for the Marketing & Communications Department.
- Other relevant duties as assigned.

### **Job Qualifications:**

- Bachelor's degree required; major in journalism, communications, or related fields preferred
- 5 years experience in writing and editing a variety of print and online media
- Nonprofit experience and supervisory experience preferred
- Experience creating marketing and communications strategy with proven results
- Exceptional writing skills and visual creativity
- Solid knowledge of local, regional and national media and community resources
- Ability to evaluate and effectively integrate innovative new media technologies

- Effective time management skills with the ability to prioritize tasks to achieve goals in a timely manner
- Ability to work both independently and as part of a team
- Working knowledge of computers and applications including but not limited to Microsoft Word, Excel, and Outlook.

**Essential functions (ADA)**

- Ability to work a full-time schedule which may regularly 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 operate general office equipment (e.g. copier).
- Substantial movements 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 to lift, carry, push, pull or otherwise move objects.
- Visual acuity to determine the accuracy, neatness and thoroughness of work assigned.
- 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.

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_  
(Employee signature)