



I.17.18

Job Description

DIRECTOR, MARKETING AND PUBLIC RELATIONS

POSITION REPORTS TO

Chief Executive Officer

POSITION SUMMARY

The Director of Marketing and Public Relations is an integral part of the senior leadership team of the Museum. This position is responsible for leading all marketing and public relations functions of the organization, providing leadership, direction and development to staff/vendors, and contributing to the Museum's mission and organizational strategic planning process.

PRIMARY RESPONSIBILITIES

LEADERSHIP

- ✓ Develop and implement operational and strategic marketing and public relations plans for all aspects of the Museum, including operational fundraising event and capital campaign messaging, general admission, membership, school programs, birthday parties/rentals and other special programs/revenue generating plans.
- ✓ As a member of the Executive team, provide value-added contributions to the team, promoting cooperation and integration of all functional areas.
- ✓ Adopt "best in class" practices for Marketing and Public Relations and model the approach for interactions across the organization.

MARKETING AND PUBLIC RELATIONS

- ✓ Oversee all media relations, including but not limited to: social media, community relations, website, outreach, and print. Develop and deliver presentations as appropriate.
- ✓ Negotiate media rates and manage relationships with outside vendors in order to optimize value and leverage opportunities.
- ✓ Help media outlets write or broadcast stories about the Museum and its exhibits, events and activities. Support CEO in their role as "face of the Museum" and also serve as a spokesperson as needed.
- ✓ Create and implement marketing campaigns and ad concepts that develop the Museum's brand and promote visibility and positive image in the community.

TALENT MANAGEMENT

- ✓ Play a key role with agency partner to develop the 360 marketing launch campaign including a crowd-funding component to complete the Capital Campaign.
- ✓ Lead the Marketing team, to include providing career development, objective and measurable goals, knowledge growth, objective and timely feedback and counseling.
- ✓ Instill in the team an appreciation of the Museum's mission, a passion for promoting it, and line-of-site awareness to their role in the success of the organization.
- ✓ Work collaboratively to ensure shared messaging and collateral material development for all Advancement team needs

FISCAL AND OPERATIONS RESPONSIBILITY

- ✓ Prepare, monitor, and adhere to annual budgets for all areas under span of control.
- ✓ Develop, monitor, analyze and adhere to metrics that objectively measure success and opportunity for continuous quality improvement. Provide transparent feedback to staff, Executive team, and Board of Trustees.

- ✓ Support CEO Director or Operation/Finance in creation of business/licensing plans for café, retail and rental spaces

QUALIFICATIONS

- ✓ Minimum Bachelor Degree, preferably in Marketing/Public Relations, Journalism or a related field
- ✓ Minimum eight years in a senior marketing role
- ✓ A passion for the Museum and its mission.
- ✓ Ability to convey information to people of all ages and backgrounds in a compelling way.
- ✓ Open-mindedness: ability to see things from many points of view.
- ✓ Demonstrated skilled writing ability
- ✓ Demonstrated knowledge of all forms of media, including traditional and social media
- ✓ Outgoing, collegial, ability to develop and maintain cordial professional relationships
- ✓ Ability to develop and adhere to budgets
- ✓ Ability to lead staff and set an example
- ✓ Strategic thinking and creativity
- ✓ Proficiency in public speaking and motivation
- ✓ Ability to communicate with the Executive team and Board of Trustees in an articulate, succinct manner that provides objective evidence of success and vision