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| <b>Position Title:</b>      | <b>Manager of Marketing and Digital Media</b> |
| <b>Date:</b>                | 4/25/2022                                     |
| <b>Exempt / Non-Exempt:</b> | Exempt  |
| <b>Reports to:</b>          | Director and CEO                              |

**Job Summary**

With a heavy focus on graphic design, the Manager of Marketing and Digital Media plans and implements marketing and public relations strategies for The Museum and its related activities as well as maintains website content.

**Essential Duties & Responsibilities**

- Design, write, edit, and produce all marketing materials for events, exhibits, programs and projects in print and digital campaigns
- Write and distribute press releases. Supply articles and photographs for all requests for information on Museum events and exhibits for individuals, publications and organizations.
- Create and schedule advertising for Museum. Manage in-kind advertising fund. Distribute marketing materials as needed.
- Develop marketing plan for the Museum and prepare marketing and public relations budget in line with the operational and strategic goals of the Museum.
- Provide marketing and public relations support to other Museum Departments through the design and production of print and digital materials.
- Creation and implementation of marketing plans and design and production of materials related to the Museum’s temporary and permanent exhibitions.
- Maintain Museum’s website. Work with individual Museum Departments to develop and enrich the website and expand its educational potential.
- Design, write and work with appropriate departments to produce the annual donor recognition publication.
- Supervision of marketing interns and volunteers assisting with marketing tasks.

**Qualifications and Experience**

- Requires a Bachelors Degree in Marketing or related media field
- Minimum 2 years experience in Marketing/Advertising related to position requirements.
- Proficient knowledge of the Adobe Creative Suite (InDesign, Illustrator, Premier Pro, and Photoshop)
- Experience in maintaining information on a website a plus.
- Experience in non-profit environment preferred but not necessary.
- Judgment, tact, diplomacy, strategy, planning, assessment and evaluation, communication (written and verbal), general appearance, “people skills”
- Ability to implement marketing strategies to advance the Museum’s exposure in the community and mid-Atlantic region
- Excellent planning and organizational skills
- Ability to achieve goals and objectives of the department
- Ability to work with staff demonstrating sound business judgment in decision-making

- Ability to operate Mac & PC computers with various design software, printer, fax/copiers, postage machine, and phone system.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel.
- Specific vision abilities required by this job include close vision, and color vision
- The employee frequently is required to sit and reach with hands and arms.
- The employee is required to stand, walk, and talk or hear.
- The employee may be asked to drive to other locations

### **Work Environment**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is not exposed to weather conditions.
- The noise level in the work environment is usually moderate.