

November, 2019
Job Description
Senior Manager, Marketing



THE RALPH C. WILSON, JR.
CHILDREN'S MUSEUM

POSITION REPORTS TO

Chief Executive Officer

POSITION SUMMARY

The Senior Manager, Marketing is an integral part of the Leadership Team of the Museum and will be responsible for managing and strengthening the Explore & More brand while executing across all marketing and communications functions. The incumbent will bring a proven track record for driving results, team management, strong communications skills and creative marketing approaches.

Additionally, the position will support visitor experience and revenue driving functions such as events, programs and fundraisers.

PRIMARY RESPONSIBILITIES

MANAGEMENT & LEADERSHIP

- ✓ As a member of the Leadership Team, provide thought leadership and value-added contributions, promoting cooperation and integration of all functional areas. Provide transparent feedback to staff, Executive Team, and Board of Trustees.
- ✓ Directly manage a staff currently comprised of a Graphic Designer and a Social Media Coordinator. Conduct staff evaluations within and assist with hiring additional resources, as needed.
- ✓ Adopt a “best in class” approach for Museum branding, communications and visitor experience. Instill in the Team an appreciation of the Museum’s mission, a passion for promoting it, and line-of-site awareness to everyone’s role in the success of the organization.

MARKETING

- ✓ Develop and implement operational and strategic marketing plans ensuring all strategies and tactics support the Museum’s strategic goals, inclusive of development and adoption of Key Performance Indicators (KPIs), outlining required budgets and resource allocations, development messaging and channel strategies, etc.
- ✓ Prepare, monitor, and adhere to annual budgets for all areas under span of control.
- ✓ Plan and execute all marketing and communications work, inclusive of traditional media, direct correspondence, and various digital and public relations strategies.
- ✓ Oversee the Explore & More brand and direct the creation of any new assets to promote visibility and a positive brand image in the community; ensure and enforce adherence to company brand standards.
- ✓ Write, edit, proofread and revise marketing and public relations materials, including copy for websites, marketing collateral, advertisements, press releases and advisories, stakeholder and employee communication, presentations and strategy documents.
- ✓ Strategically guide and support all digital strategies and tactical execution:
 - Maximize the website, inclusive of functionality, design aesthetics, and integration of associated digital strategies.
 - Optimize the website for SEO, user experience, and performance for sales and other identified conversions.
 - Develop and implement search, social and display digital advertising campaigns.

- Work with the Museum's Social Media Coordinator to strategically manage all social media efforts for optimal consumer engagement and KPI adherence.
- Develop, implement and manage an editorial content calendar to help organize and guide social media postings & influencer collaborations, website updates to promote events/programs, and email blasts.
- ✓ Oversee all public and media relations, including but not limited to social media, community relations, website, outreach, and print.
 - Cultivate news media relationships, develop plans for proactive outreach and manage media inquiries to promote the Museum and its exhibits, events and activities.
 - Serve as a spokesperson for media, community, and organization inquiries on behalf of the Museum.
- ✓ Report regularly on marketing performance, assess against and modify to achieve goals (ROI and KPIs).
- ✓ Manage relationships with outside agencies and vendors in order to optimize value and leverage opportunities, inclusive of placing ad buys and negotiating preferred rates.
- ✓ Contribute to the ongoing improvement and operation of the Visitor Experience area.
 - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

ADDITIONAL RESPONSIBILITIES

- ✓ Work with internal cross-departmental leadership to support key events, rentals/bookings and programming.
- ✓ Participate on and/or chair the Marketing and Visitor Experience committees, comprised of internal staff, board members and community volunteers.
- ✓ Attend board and/or committee meetings, as needed.
- ✓ Attend and/or help staff museum events such as major fundraisers, donor appreciation nights, major programming events, etc.
- ✓ Stay on top of industry, market, cultural and social trends to implement for the Museum, its staff, partners, and visitors. Gather and organize competing cultural institution information as needed. Evaluate emerging technologies.

REQUIREMENTS

- ✓ Bachelor's degree, a concentration in marketing or business is preferred.
- ✓ Minimum eight years in a progressively responsible marketing role; Museum or hospitality experience a plus.
- ✓ Experience in a marketing management role, supervising staff and fostering accountability.
- ✓ Strong **analytic skills** to track and measure performance. Including proficiency with marketing and analytics tools, such as Google Analytics, Facebook Ads Manager, etc.
- ✓ Strong **communication skills**: verbal and writing skills; proficiency in AP style preferred.
- ✓ Strong **interpersonal skills** with the ability to work cooperatively with individuals inside and outside the organization
- ✓ Strong **project management skills** with the ability to produce high quality work in a fast-paced, collaborative, team environment while meeting deadlines.
- ✓ Strong strategic thinker and creative problem solver

Salary Range: \$60,000 - \$70,000

**Please email cover letter, resume, and references to:
Meghan Ladolcetta at mladolcetta@exploreandmore.org**