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

**Job Description:**

Marketing & Communications Manager

**Position reports to:** Director of Institutional Advancement

POSITION SUMMARY:

The Marketing & Communications Manager will work with the Director of Institutional Advancement, museum leadership, and the museum Marketing Committee to successfully implement advancement and marketing objectives as outlined in the strategic plan. Responsibilities include creating and managing museum marketing and communications function and supporting the development and execution of museum special events. The incumbent will bring experience in driving results, strong communication skills, and creative marketing approaches.

Explore & More - The Ralph C. Wilson, Jr. Children's Museum has a mission to provide best-in-class play experiences where all children, families and the community can explore, learn, and develop together. Explore & More fosters and supports its commitment to equity, diversity, and inclusion.

PRIMARY RESPONSIBILITIES:

- Implement operational plans, ensuring all tactics support the museum's strategic goals
- Assist in preparing the annual marketing plan for all areas under span of control
- Coordinate all marketing and communications work, inclusive of traditional media, direct correspondence, and various digital and public relations strategies
- Uphold the Explore & More brand and direct the creation of any new assets to amplify strong word of mouth for the museum and promote visibility and a positive brand image in the community
- Write, edit, proofread, and revise marketing and public relations materials, including copy for websites, marketing collateral, advertisements, press releases, and advisories
- Strategically guide and support all digital strategies and tactical execution:
  - Maximize the website, including 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 marketing consultants and social media coordinator to strategically manage all social media efforts for optimal consumer engagement and KPI adherence

- Develop and oversee the editorial content calendar to help organize and guide social media postings and influencer collaborations, website updates to promote events and programs, and email blasts
- Cultivate news media relationships, develop plans for proactive outreach, and manage media inquiries to promote the museum and its exhibits, events, and activities
- Report regularly on marketing performance, assessing against and modifying to achieve goals (ROIs and KPIs)
- 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 touchpoints
- Leverage strategic partners to extend promotional impact and expand media and consumer reach
- Work collaboratively with the advancement team to support the development and execution of museum special events
- Enhance professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, benchmarking state-of-the-art practices, and participating in professional societies
- Perform related duties as assigned

### **Minimum Qualifications**

- Bachelor's Degree in marketing, public relations, communications, or related field
- Minimum four years of marketing, communications, community relations, or related experience
- Strong analytic skills with marketing and analytic tool proficiency
- Strong interpersonal skills with the ability to cultivate meaningful relationships with individuals inside and outside the organization as well as strong communication skills
- Strong project management skills with ability to produce high quality work in a fast-paced, collaborative team environment while meeting deadlines
- Ability to work flexible schedule including events (nights and weekends)

The salary range for this position is \$50,000-\$57,000.