

Title	<b>Marketing and Public Relations Manager</b>
<b>Summary</b>	The Marketing and Public Relations Manager is responsible for preparing and executing a strategic marketing and communications outreach plan as well as overseeing the budget to implement. This position works with museum administration to shape the brand and public profile of the museum in person and through various media sources that include: social media, print, television and radio. In addition to the Executive Director and Assistant Director, this position is one of the main public contacts and spokespersons for the museum. This position creates and maintains social media accounts, correspondence with the media, assists in the development of public information, fundraising and community relations. Familiarity with the museum environment is essential. The Marketing and Public Relations Manager is a public facing professional position that presents the museum profile in written, visual and oral form for the media and the general public.
<b>FLSA Status</b>	Salaried Exempt Full Time
<b>Relationships</b>	Reports to: Assistant Director Assists the museum team in the development, creation and implementation of the museum public image and brand through all forms of print and virtual media. This position assists in aspects of development and programming from general membership solicitation to annual giving, planned giving, corporate and other gifts, grant writing, fund raising events and educational activities.
<b>Job Duties</b>	<ul style="list-style-type: none"> <li>• Responsible for launch, execution, and evaluation of comprehensive marketing plans for programs and special events for BMMOG.</li> <li>• Develop and implement market research objectives via focus groups, needs analyses, attitude surveys and other methods to determine community needs and desires. Produce the data from this research to drive new effectiveness.</li> <li>• In conjunction with museum administration, establish, implement and monitor strategic positioning, branding and marketing strategies for BMMOG.</li> <li>• Design and update BMMOG website working in collaboration with the museum team to secure content. This includes overseeing the technical aspects, updates and maintenance of the website.</li> <li>• Liaison to public groups, museum constituencies and marketing or programming committees. Develop digital media work with museum staff and incorporate into new social media development such as but not limited to Facebook, Twitter, Instagram, LinkedIn and YouTube/online videos to increase online visibility and monitor results.</li> <li>• Creates all collateral print and solicitation material for other museum departments, including but not limited to: development, membership, visitor services, museum shop, and curatorial department.</li> <li>• Write, edit, proofread and disseminate news releases, feature stories and bylined articles for media, publications, visitor materials and surveys, newsletters, annual reports, direct mail pieces, promotional collateral.</li> <li>• Responsible for all advertising design and placement, promotions and direct mailings.</li> <li>• Measure return on investment of advertising and sponsorship initiatives.</li> <li>• Track content needs for non-digital constituents and provide regular appropriate services to meet the needs of that audience.</li> <li>• Prepares, submits and oversees an annual budget.</li> <li>• Perform all jobs and tasks as necessary and requested to maintain museum visibility.</li> </ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Minimum requirement of a Bachelor's degree in marketing, communications, journalism, or an area of graphic design with an emphasis in digital content creation.</li> <li>• Excellent written and oral communications skills with a track record of public presentations.</li> <li>• Excellent interpersonal skills.</li> <li>• Proficient in the use of Adobe Creative Suite, Microsoft Office 365 and Word Press website software</li> <li>• Proficient in the use of digital equipment: camera, video and audio recording.</li> <li>• Ability to prioritize and work independently with minimal supervision.</li> <li>• Extensive experience in creating digital media presentations for print, radio, television or website.</li> <li>• Proficient in website development and maintenance and familiarity with website software</li> <li>• Experience in e-marketing opportunities and development of solicitation materials for funding requests.</li> </ul> <p><b>Interpersonal:</b> Outstanding interpersonal skills with the ability to work collaboratively and build community relationships. Must have a desire and ability to effectively work with a variety of stakeholders, employees, museum members, volunteers and collectors.</p> <p><b>Physical:</b> Ability to physically set up events, drive to offsite locations, operate office equipment, lift 40 lbs.</p>
<b>Non-essential Skills</b>	Grant writing experience and direct contact with potential funders for various types of giving
<b>Authority</b>	No direct reports or supervisory duties
<b>Working Environment</b>	Museum environment and community. Participate in meetings and functions on and off site.
<b>Position Measurements</b>	<p><b>Develop and Maintain Marketing Plan</b> – to promote exhibits, programs, and events. 45%</p> <p><b>Market Research</b> – determine constituencies needs (segmented into various communities). 25%</p> <p><b>Strategic Branding and Positioning</b> – to keep museum visible and active (social and traditional media). 20%</p> <p><b>Internal relations</b> – maintains collaborative relationships within the museum group. 10%</p>
<b>Date Created:</b>	7/7/2020
<b>Apply</b>	Open until filled: Send all inquiries with a cover letter, cv/resume and three references to John Timmer, Assistant Director, <a href="mailto:timmer@bmmglass.com">timmer@bmmglass.com</a> . BMMOG is an equal opportunity employer.