



## Marketing and Public Relations Manager at Bergstrom-Mahler Museum of Glass

### Summary

Bergstrom-Mahler Museum of Glass is an art museum with glass-focused programming. We provide extraordinary glass experiences to spark fun, kindle creativity, and illuminate learning for all. The museum has stunning glass, including antique paperweights, Germanic drinking glasses and jaw-dropping contemporary glass sculpture. The museum also offers a schedule of temporary glass exhibitions, as well as studio classes in glass for youth and adults. Your museum is the global gathering place where lives are enriched and transformed by glass.

Bergstrom-Mahler Museum of Glass is committed to ensuring our guests have a positive experience by creating a friendly, welcoming environment. The museum seeks to build its team with staff who will maintain our standards of integrity, excellence and dedication to our guests, exhibitions, and colleagues.

### Purpose

The Marketing and Public Relations Manager is responsible for preparing and executing a strategic marketing and communications 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 professional position that presents the museum profile in written, visual and oral form for the media and the general public. This position reports to the Assistant Director.

Salaried Exempt Full Time, some weekends and evenings at \$47,500 – \$52,500 per year.

### Job Duties

Responsible for launch, execution, and evaluation of comprehensive marketing plans for programs and special events for BMMOG.

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. In conjunction with museum administration, establish, implement and monitor strategic positioning, branding and marketing strategies for BMMOG.

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.

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.

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.

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.

Responsible for all advertising design and placement, promotions and direct mailings.

Measure return on investment of advertising and sponsorship initiatives.

Track content needs for non-digital constituents and provide regular appropriate services to meet the needs of that audience.

Prepares, submits and oversees an annual budget.

Perform all jobs and tasks as necessary and requested to maintain museum visibility.

### Essential Skills

Minimum requirement of a Bachelor's degree in marketing, communications, journalism, or an area of graphic design with an emphasis in digital content creation.

Excellent written and oral communications skills with a track record of public presentations.

Excellent interpersonal skills.

Proficient in the use of Adobe Creative Suite, Microsoft Office 365 and Word Press website software

Proficient in the use of digital equipment: camera, video and audio recording.

Ability to prioritize and work independently with minimal supervision.

Extensive experience in creating digital media presentations for print, radio, television or website.

Proficient in website development and maintenance and familiarity with website software

Experience in e-marketing opportunities and development of solicitation materials for funding requests.

**Interpersonal:** 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.

### **Environment & Working Conditions**

Bergstrom-Mahler Museum of Glass is an equal opportunity employer professionally accredited museum by AAM. Staff collaboration is part of the culture. While performing the duties of this job, the employee is required to move throughout the building and operate a variety of office equipment. Specific vision abilities require close vision, color vision and ability to adjust focus.

### **Position Measurements**

Develop and Maintain Marketing Plan – to promote exhibits, programs, and events.

Market Research – determine constituencies needs (segmented into various communities).

Strategic Branding and Positioning – to keep museum visible and active (social and traditional media).

Internal relations – maintains collaborative relationships within the museum group.

Send all inquiries with a cover letter, cv/resume and references to John Timmer, Assistant Director, [timmer@bmmglass.com](mailto:timmer@bmmglass.com)

### **Benefits at Bergstrom-Mahler Museum of Glass**

The following benefits apply to any regularly-scheduled position of 30 hours per week or more at Bergstrom-Mahler Museum of Glass. This is a general listing and not exhaustive. Please refer to the Bergstrom-Mahler Museum of Glass Employee Handbook for specific benefits information and examples.

**Paid Time Off (PTO)** – to be used for vacation, sick, and personal time off

- 15 pro-rated days after 1 year of service, awarded on July 1, first day of the fiscal year. Days are pro-rated according to number of regularly-scheduled weekly hours.
- After first 6 months of service, PTO time will be awarded, pro-rated to number of months remaining in fiscal year.

**Holiday Pay** – paid holiday leave to observe the following designated holidays: Your Birthday, New Year's Day, MLK Day, Easter Sunday, Memorial Day, Juneteenth, July 4<sup>th</sup>, Labor Day, Thanksgiving Day, and December 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup>.

**401k Retirement Plan** – After 1 year of service and 1,000 hours worked, employees age 21 or over are eligible to enter plan on next entry date of January 1 or July 1. The museum's safe harbor matching contribution will be a 100% (dollar-for-dollar) matching contribution on salary deferrals up to 3% of compensation plus a 50% matching contribution on any additional salary deferrals above 3% up to 5% of compensation.

**Health Insurance** – employee health insurance covered at 75% premium by museum/ 25% by employee. Extension of coverage to family 50% premium by museum/ 50% by employee. Eligible for coverage on 1<sup>st</sup> of month following 30 days of service.

**Dental and Vision Insurance** – premium 100% by employee, eligible for coverage on 1<sup>st</sup> of month following 30 days of service

**Life and Disability Insurance** – eligible for coverage on 1<sup>st</sup> of month following 30 days of service

**Museum Membership** – includes discounts in shop and classes. Also includes North American Reciprocal Museum (NARM) Association membership

**Bereavement Leave** – A maximum of three consecutive days of paid bereavement leave, as needed, may be granted in the event of death of an immediate family member. One day of paid bereavement leave may be granted in the event of death of other relatives for the funeral.

**Associated Bank:** Through a partnership with Associated Bank, museum employees can enjoy "Bank at Work" financial webinars and also bank account benefits.