

POSITION TITLE: Director of Marketing and Public Relations

REPORTS TO: Alison Smart, Vice President for Development and Marketing

FLSA STATUS: Exempt

DATE PREPARED: March 18, 2015

The Director of Marketing and Public Relations supports the organization's mission, vision and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment to community, and accountability and ownership.

As a member of the organization's development and marketing team, the Director of Marketing and Public Relations will work to maximize the Museum's key activities in 2015 and beyond, including the construction and grand opening of a new wing, the 20,000 sq. foot Wattles Jacobs Education Center, in addition to multiple new exhibition galleries.

### **POSITION SUMMARY**

The Director of Marketing and Public Relations works with the Vice President for Development and Marketing to conceptualize and implement all market strategy activities including achieving marketing targets, including social media. Specific responsibilities include public relations activities; business and market development; market research and planning; program evaluation, implementing strategy for promotion and advertising; supervision of the event sales manager; supervision of a marketing officer. Additional work will include stewardship of relationships with Government officials on a local level.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

1. Serves as a key member of the Development and Marketing team, providing expertise and support in the area of marketing strategy, implementation and management.
2. Works with Vice President to develop the annual marketing plan and the strategies, tactics and resources necessary to achieve objectives and goals.
3. Plan, develop and direct public relations programs that build and sustain a favorable public image for the Museum.
4. Attends community events with high visibility.
5. Creates an institutional and system-wide marketing reporting function that can track, measure and analyze performance.

6. Ensures all marketing communications, print and electronic, are coordinated, support marketing plan objectives and are an effective expenditure of resources.
7. Provides input and support to the organization's leadership in the development of joint ventures, affiliations and partnership arrangements.
8. Provides management and support for major Museum activities including community programming and specified events.

## **QUALIFICATIONS/SKILLS AND KNOWLEDGE REQUIREMENTS**

Bachelor's degree in marketing, communications or a related discipline.

A minimum of 7 years experience and a demonstrated track record of accomplishments in marketing and planning.

Staff management experience strongly preferred.

Excellent verbal and written communication skills.

Must have strong interpersonal skills, maturity and good judgment and be capable of communicating with a diverse range of individuals.

Broad functional experience in areas of strategic planning for marketing, business and market development, market research and planning and promotions/advertising.

### **Top Goals for 2015:**

Sustain recent growth in total attendance to exceed 100,000 visitors;

Grow Rental revenue to exceed 2015 budget;

Grow Paid Attendance to exceed 2015 budget;

Maximize the final phase of the Museum's capital campaign, including multiple new gallery openings and the grand opening of the new Wattles Jacobs Education Center;

Gain exposure in national media.

### **To Apply:**

E-mail cover letter, resume, references and salary requirements to Michelle Taylor, Vice President for Operations and Chief Financial Officer: [mtaylor@whalingmuseum.org](mailto:mtaylor@whalingmuseum.org).