



# new bedford whaling museum

## **The New Bedford Whaling Museum**

The New Bedford Whaling Museum ignites learning through explorations of art, history, science and culture rooted in the stories of people, the region and an international seaport. Founded in 1903, the Museum seeks to advance understanding related to the influence of the whaling industry and the port of New Bedford on the history, economy, ecology, arts, and cultures of the region, the nation and the world. We tell the stories of the many diverse communities that shared in the creation of this history, through excellence in our collections, scholarship, and all forms of public engagement. The Museum is recognized as a compelling destination that inspires all visitors to reflect on the complex issues that shaped the past, remain critical today, and inform a sustainable future. Today, the Whaling Museum is a leader in the cultural landscape of the SouthCoast serving more than 100,000 visitors and offering engaging exhibitions, dynamic public programs and vibrant educational activities appealing to learners of all ages.

## **Marketing and Communications Manager**

The full-time Marketing & Communications Manager plays a key role in advancing NBWM's efforts to promote exhibitions, programs and the museum in general. The position manages the flow of information from staff and departments to external vendors in marketing and communications to achieve goals. The Manager is responsible for updates to social media platforms, website, e-communications and other messaging tools that engage the museum's members, visitors, partners, and supporters. The Manager will work collaboratively with colleagues to develop and maintain a content calendar that will guide all needed marketing and communications efforts to drive audience growth, cultivate visitor loyalty, increase membership and enhance organizational reputation.

This position oversees a part-time (or contracted) graphic designer and manages two contracted vendors. The Marketing & Communications Manager serves as the liaison between these vendors and the internal teams, managing all aspects of materials and content that need to flow smoothly, consistently and in a timely manner. The detail below highlights the key functions of each vendor:

[NAIL](#) is our marketing strategy, branding and advertising vendor. The Marketing & Communications Manager will oversee NAILs work in developing marketing campaigns and paid media buys. On occasion, NAIL may also do design work related to exhibitions and other collateral materials.

[Seven Hills Communications](#) manages outreach to news media and works to raise the Museum's profile and build awareness of exhibitions, programs, collections, and academic reputation locally, nationally, and internationally. Seven Hills is responsible for creation of effective and compelling press releases, and the distribution and follow up on each release, as well as managing press conferences/media events including media materials, speaking points, press kits, logistics, follow up, and tracking. They will also pitch broader stories on behalf of NBWM and guide in the event of needed crisis communications. Both vendors are responsible for providing tracking and analysis reports to demonstrate their effectiveness.

**KEY POSITION ELEMENTS, DUTIES, RESPONSIBILITIES:**

In addition to vendor oversight, the Marketing & Communications Manager will:

- Work collaboratively across departments to create and maintain museum-wide content calendar on upcoming exhibitions, programs, holidays, events
- Update museum website on a regular basis
- Create engaging social media posts designed to advance NBWM brand and promote museum as top destination
- Respond to inquiries/comments on social media and track reviews posted on online platforms (i.e. yelp and trip advisor)
- Draft, circulate internally and send monthly e-news to broad mailing list and support teams with targeted e-mail communications (for example: development and education)
- Manage graphic designer to maintain a consistent unified brand identity for the museum and ensure successful completion of design projects
- Provide communications support for various departments, programs and events including writing and editing promotional content and communications pieces
- Field and coordinate non-collections photo requests and some media requests

**QUALIFICATIONS/SKILLS AND KNOWLEDGE REQUIREMENTS**

- Bachelor's degree in marketing, communications or a related discipline with a minimum of 3-5 years of experience and a demonstrated track record of accomplishments in communications , content marketing, and media relations
- Experience in museum or cultural setting a plus, or a strong desire to work, embrace and learn the unique nature of museums or cultural settings needed
- Excellent verbal, written and communication skills
- Familiarity with Constant Contact and WordPress preferred
- Strong project management skills needed
- Must thrive in a fast-paced, deadline driven environment
- Experience working with a not-for-profit organization is desirable
- Strong interpersonal skills and good judgment is required to communicate with a diverse constituency

**SALARY RANGE:** \$45,000 - \$55,000 depending on experience. This is a full-time position with benefits.

**APPLICATION INSTRUCTIONS:** Send resume and cover letter to Michelle Taylor, Chief Administrative Officer & CFO at [mtaylor@whalingmuseum.org](mailto:mtaylor@whalingmuseum.org). The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.