



new bedford whaling museum

Marketing & 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 Manager plays a critical role in promoting NBWM as a vibrant destination for learning about New Bedford, the SouthCoast, history, art and science.

Reporting to the President & CEO, the Manager coordinates and guides contracted services including graphic designers, printers, social media, public relations and marketing. 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, e-communications, proofing and writing releases and other messaging tools that engage members, visitors, partners, and supporters. The Manager will work collaboratively with colleagues to develop and maintain a master content calendar that will guide all needed marketing and communications efforts and align all vendors with the goal to drive audience growth, cultivate visitor loyalty, increase membership and enhance organizational reputation.

KEY POSITION ELEMENTS, DUTIES, RESPONSIBILITIES:

- Manage contracted vendors (designers, media relations/PR, marketing/creative, printers, etc.) and serve 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
- Work collaboratively across departments to create and maintain museum-wide content calendar on upcoming exhibitions, programs, holidays, events
- Design collateral materials to support efforts
- Write press releases and manage calendar listings for local press
- Create engaging, organic 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)
- Oversee e-news communications to broad mailing list and support teams with targeted e-mail communications (for example: development and museum learning)
- Manage graphic designers 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, design and media relations
- Demonstrated understanding of and commitment to efforts that foster Diversity, Equity, Accessibility and Inclusion
- Familiarity with Constant Contact, Social Media platforms, graphic design and WordPress preferred

- 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
- 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. The majority of the work needs to be on-site.

APPLICATION INSTRUCTIONS: Send resume, creative samples (press releases, design, etc.) and cover letter to Amanda McMullen, President & CEO (amcmullen@whalingmuseum.org). No phone calls.

The New Bedford Whaling Museum is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.