

## Mark Twain House & Museum

### Job Description

**Job Title:** Director of Marketing & Community Engagement

**Department:** Marketing

**Classification:** Full-time (Exempt)

**Reports to:** Chief Operating Officer

Serving as the senior marketing expert in building the brand, the Director of Marketing & Community Engagement is responsible for planning, developing, and implementing integrated marketing and community engagement campaigns for the museum. Working with the Executive Director, Chief Operating Officer, department heads, staff, volunteers, and Trustees, the Director will be responsible for all marketing and engagement related to development, interpretation, exhibitions, education, programs, retail, events, and other outreach efforts to increase public understanding of and support for the Museum's mission and goals.

The Director of Marketing & Community Engagement leads the marketing team in three key areas: marketing and community engagement, project management and oversight, and internal/external Communications.

#### **Specific Responsibilities:**

- Develops and implements a museum-wide marketing and branding plan and directs strategies to achieve the museum's mission and goals
- Directs and creates printed and digital newsletters, brochures, calendars, flyers, posters, and other print materials including writing specifications, securing print and production advertisements, and overseeing layout and design, printing and distribution of e-newsletters, digital displays/marketing
- In representing one of CT's flagship heritage tourism properties, develops and maintains very close ties to Visit CT staff and Greater Springfield CVB
- Identifies and pursues opportunities for public and private business sponsorships, partnerships, and alternative means of revenue generation for the museum
- Establishes and maintains effective relationships with members of the print and broadcast media
- Writes public service announcements (PSA's) and coordinates their release
- Plans, develops, and conducts market research through surveys, focus groups, needs analyses, attitude surveys and other methods to determine attitudes and needs of the museum's visitors, patrons and donors, and compiles and presents the results to the Executive Director and Chief Operating Officer
- Maintains a highly visible presence in the community, remains active in multiple community organizations and establishes good working relationships with patrons, the community, and the public
- Consults and advises on marketing efforts with the Director of Retail and Special Events Manager
- Works with each department head periodically to develop a marketing calendar
- Continue to build/create new museum's brand through innovative strategies that help provide a foundation for fundraising, graphic design, and social media marketing
- Build awareness of and participation by diverse audiences in its programs, exhibitions, and initiatives
- Build/maintain effective working relationships with journalists, influencers, and members of the news media, and creating powerful original content that delivers results through fresh storytelling
- Represent the museum on television, radio, and all public/private platforms
- Maintain company public relations, photos, and videos archives
- Manage all museum websites and social media pages and consider new platforms
- Manage Marketing Associate and reevaluate the duties of that position

- Develop and manage the marketing and community engagement budget through outstanding leadership practices
- Manage and oversee workflow and prioritizes assignments/projects to ensure that deadlines are met
- Assist in the creation of an annual report and various other development projects
- Train, develop and mentor all staff; conduct performance evaluation of the Marketing Associate
- Work with vendors and consultants
- Maintain and report all analytics
- Brief the Executive Director, Chief Operating Officer, and department heads to ensure they are fully communicated with and informed on all marketing and community engagement efforts for the museum
- Work with staff to write, proof, edit, and market the museum and its programs for the museum's website, social media, and printed publications
- Ensure that all external communications are accurate, persuasive, and consistent with the brand's voice
- Adhere to stringent brand guidelines when required but push creative boundaries when needed

**Internal Contacts:** All staff having business with the marketing & community engagement department

**External Contacts:** Trustees, professional colleagues, community leaders, donors, volunteers, press, members of the public

**Qualifications:**

- 5 years marketing experience, some graphic design experience
- Experience developing integrated marketing campaigns with measurable results
- Familiar with Adobe Creative Suite, Microsoft Office, social media platforms and web development tools as well as Canva.
- Advertising campaign and social media campaign management and measurement experience
- Google Analytics experience
- Ability to develop and maintain professional networks with representatives from a variety of media including the press, television, radio, and print
- Outstanding written and verbal communication skills
- Proven leadership skills and ability to influence and engage direct and indirect reports and peers
- Attention to detail
- Ability to effectively manage multiple projects
- Ability to recruit, train, motivate and manage staff
- BA/BS in Marketing, Marketing Research, Integrated Marketing Communications or closely related field from an accredited college or university

**Schedule:** 35 hrs./week, Monday-Friday, 8:30 am - 4:30 pm. After hours and weekend work is required regularly.

**Disclaimer:**

This description indicates the general aspects of the position and is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications of this position. Management may add to or modify the duties of this position or designate other functions as essential at any point in time.

***The mission of The Mark Twain House & Museum: From this house, Mark Twain changed the way the world sees America and the way Americans see themselves. We carry on his legacy.***