

A National Medal winner, the Museum of Northern Arizona (MNA) has been celebrating the Colorado Plateau's natural and cultural heritage since 1928. Our 200-acre research campus includes a Museum showcasing the geology, anthropology and art of the region as well as state of the art research and collections facilities. MNA's renowned and award-winning Heritage Festivals of Arts & Culture (Zuni, Hopi, Navajo, and Celebraciones) draw thousands of national and international visitors. The Museum works in collaboration with native peoples of the region to protect and foster their cultures, traditions, and beliefs by encouraging artistic expression and supporting, empowering, and educating visitors about their art and culture.

Title: Marketing Manager

Department: Marketing

Status: Exempt, Regular, Full-time, Salary

Supervisor: Temporarily report to Director

Position Description: The Marketing Manager is a critical museum team member, responsible for leading the day-to-day management and implementation of the museum's communications strategies, including: PR, media relations, advertising and promotional initiatives. The marketing manager oversees the creation and distribution of all marketing and outreach materials to local, regional, national and international audiences.

Major Tasks and Responsibilities:

- Develop and implement a comprehensive annual marketing and PR strategy, based on analysis of previous reports, visitor surveys, and museum programs.
- Work with colleagues to promote public programs and exhibitions, collections, research, and membership programs, Shops, and facilities.
- Administer the daily marketing functions to ensure that procedures are completed in an efficient, and professional manner, and implements organizational improvements.
- Conceptualize, write copy, co-design, and distribute all collateral in accordance with MNA branding guidelines (brochures, banners, ads, direct mail, quarterly newsletter)
- Write calendar listings, press releases, PSA's and media alerts
- Actively cultivate media relationships with local, national, and international contacts to create and maintain a robust media list and offer media tours when possible.
- Oversee web and social media including Facebook, Twitter, Instagram and YouTube
- Establish and maintain cooperative marketing relationships with strategic partners.
- Track and evaluate promotional efforts and produce monthly reports
- Serve as MNA's brand champion, ensuring consistent execution of brand guidelines and graphic design standards in order to strengthen the brand.
- Maintain contracts with vendors for graphic design, PR, and photography
- Oversee the dissemination of marketing materials to downtown Flagstaff and select northern Arizona locations including hotels/motels, shops, organizations, schools, visitor centers, Chambers of Commerce, and community bulletin boards
- Maintain media list, press clippings, photos, video, and slide presentation files
- Supervise marketing staff, intern(s), and volunteer(s)



MUSEUM of
NORTHERN
ARIZONA

Celebrating the Colorado Plateau

- Act as an enthusiastic advocate and personal representative for the Museum in the community by promoting its resources, programs and services.
- Other duties as assigned.

Education and Experience Requirements:

- Minimum of four years' experience in sales or marketing for non-profit organizations or public educational institutions
- Knowledge of fine art, anthropology, and/or natural sciences preferred.
- B.S./B.A. in business management, marketing, advertising, or related field, or commensurate experience

Abilities, Skills, and Knowledge:

- Proficiency with Microsoft Office suite
- Fluency with social media platforms
- Familiarity with WordPress
- Fluent in Adobe Creative Suite (InDesign, Illustrator, and Photoshop)
- Strong writing and editing skills
- Strong organizational and time-management skills
- Must be a team player with a positive, can-do attitude
- Ability to communicate, both orally and in writing, with staff, trustees, visitors, participants, and others to whom you represent the institution.
- Must be able to lift at least 35 lbs; sit, stoop, stand for extended periods of time.
- Visual acuity and ability to work at a computer for extended periods of time.

Working Conditions: Generally work indoors, Monday through Friday, 7 hours per day. Evening and weekend work may be required for special events and festival weekends.

I understand and agree to the duties and expectations of my role as outlined in this job description.

Print Name

Signature

Date