



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)
- 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.



MUSEUM of
NORTHERN
ARIZONA

Celebrating the Colorado Plateau

- 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: Works a flexible schedule of at least 40 hours a week with some work after hours and weekends for special events and festival weekends.

To Apply:

Please submit a cover letter and resume to employment@musnaz.org. Email is the preferred method of application submission. If you are not able to submit your application via email, please call Jill Thomas at 928-774-5211, Ext. 203 to receive additional instructions for application submission.