

**Title:** Marketing Manager

**Department:** Public Engagement

**Status:** Exempt, Salary

**Supervisor:** Director of Public Engagement

**Salary:** \$55,000

**Position Purpose:**

To increase appreciation of, visitation to, revenue and support for MNA through effective messaging across many mediums.

**Responsibilities & Key Tasks:**

- Responsible for designing and implementing a strategic marketing and outreach plan for MNA to increase visitation, membership, donations, and earned revenue.
  - Assist with developing and implementing a communications strategy around the mission and vision
  - Act as an enthusiastic advocate and personal representative for the Museum in the community
  - Compile, write, and send e-news
  - Track and assess the efficacy of MNA marketing and outreach.
- Responsible for growing MNA's audience
  - Define and understand MNA's audience
  - Oversee and report on audience research
  - Identify strategies for targeting audience segments
  - Define and implement a strategy for digital audience engagement
- Responsible for creating, managing, and disseminating MNA marketing assets
  - Create materials to promote and support MNA, including advertising, posters, brochures, banners, social media posts, press releases and photos.
  - Maintain photo and video resources so they are easily accessible
  - Develop and manage media contact lists
  - Develop and manage a style guide for print and digital
  - Respond to basic press requests
- Responsible for managing MNA's online presence
  - Monitor and optimize MNA's online presence
  - Maintain the Museum website with up-to-date content
  - Maintain consistent presence on community calendars
  - Coordinate social media content development across MNA
  - Monitor and handle online comments
- Be a positive and productive member of the MNA team.
  - Assist with MNA events

**Key Relationships**

- Works under the supervision of the Director of Public Engagement
- Works closely with the Director of Philanthropy and Director of Finance and their teams
- Works with MNA IT staff to keep the website operating smoothly
- Develop and maintain relationships with media and community partners to disseminate MNA messaging
- Interact productively with all staff and departments of MNA
- Communicates with public at large as a representative of MNA

**Required knowledge and experience**

- At least five years experience in marketing in the cultural sector
- Ability to create visually appealing content online and in hard copy
- Competence in English, journalism, technical writing, or related field
- Excellent written and verbal communication skills
- Ability to prioritize and manage multiple tasks with deadlines
- High level of creativity and energy
- Passion for arts, culture, and science
- Digitally literate with experience in or the ability to quickly learn Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office Suite, Wordpress, Constant Contact, and iMovie.
- Ability to take and edit photos and video preferred.

**Working Conditions**

Generally work indoors, Monday through Friday, 35 hours per week. Attendance at evening and weekend events frequently required. Ability to stand or sit for long periods, to stoop, and bend, and to lift at least 30 pounds.

**How to apply**

Please submit a cover letter and resume to [employment@musnaz.org](mailto:employment@musnaz.org). Email is the preferred method of application submission. If you have further questions, please contact Jill Thomas at 928-774-5211, ext 203. Resume review will begin immediately.

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