

Georgia Museums, Inc.

JOB TITLE: Director of Marketing **JOB CODE:** EEO Class I
EXEMPT (Y/N): Y
DEPARTMENT: BWAM Marketing
SUPERVISOR: BWAM, Executive Director
REVISION DATE: 3-21-18

SUMMARY: The Director of Marketing is responsible for all marketing and public relations activities at the Booth Western Art Museum. This individual will effectively promote the Museum to help achieve attendance goals for general admissions and programming, as well as increased name recognition. Through effective marketing campaigns and collaboration with other staff, this individual will also seek to monetize their efforts, as reflected in increased admission revenue, membership, donations, and sponsorships. This is a senior management position in a department of one, requiring a hands-on person who can get things done with minimal support.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Design and implement a plan to market the museum in general, and specifically exhibitions, events and programs via advertising, media coverage, promotions, media sponsorships, public service announcements and partnerships with other organizations.

Prepare and distribute press releases and images for publication in coordination with the Executive Director and act as the spokesperson for the Museum in the absence of the Executive Director.

Develop and maintain strong contacts with media professionals in the region, to insure media coverage of significant Museum events.

Work with other department heads to coordinate specific marketing activities aimed at special events, member recruitment, school group visits, donation requests, etc.

Oversee the creation of all marketing materials, to include visitor handouts, calendar of events, and advertising materials (print and digital), with final approval coming from the Executive Director.

Conduct audience research including visitor surveys and assisting other departments with their audience surveys.

Ensure the Museum websites are well designed and kept up-to-date.

Maintain online, electronic and hard copy databases containing all publicity related information about museums (i.e. press kits, speaker's bureau and other materials).

Negotiate, administer, and evaluate contracts for marketing services with outside vendors (i.e. printing and advertising), all such contracts to be approved by the Executive Director.

Research, negotiate, administer, and evaluate contracts for Featured Entertainer Concerts with the assistance of the Executive Director.

Maintain active connections to advertising and media sales contacts.

Participate as an active member of the senior management team, assisting with strategic planning and other joint projects as requested.

Responsible for preparing and monitoring annual marketing budget.

Responsible for insuring high standards of professionalism in all areas of responsibility.

Remain current on pertinent museum industry policies, laws, and accepted practices through involvement in industry trade groups and continuous professional development.

QUALIFICATION REQUIREMENTS:

Four-year college degree in marketing, public relations, advertising, journalism or related field and five years marketing experience preferred. Must have extensive record of effective marketing campaigns and established media contacts. Knowledge of advertising media, publication production, media relations, and database management is required. This position requires solid writing, copyediting, and proofreading skills. Excellent verbal communication, management, and public speaking skills are required. Knowledge of a variety of computer software programs, including desktop publishing (Photoshop) and on-line content development (WordPress) is strongly preferred. Interest or experience in an art-centric environment is a plus. Must be self-motivated and have the ability to work both independently and collaboratively.

CERTIFICATES, LICENSES, REGISTRATIONS:

Driver's License required, PRSA or other professional certificates a plus.

WORK ENVIRONMENT:

Office environment, non-standard hours, generally within 8:00 am to 6:00 pm, Monday through Friday, extended hours and weekends may be required depending on event schedules. Overnight travel out-of-state may be required occasionally. The noise level in the work environment is usually low to moderate. Employees in this position must be prepared to sit or stand for extended periods, able to lift 50 pounds, and have the ability to stoop, bend and reach. Individual must be full-color sighted and manual dexterity skills are required.