



Nordic Museum 2019 Job Description

Position Title:	Director of Marketing
Department:	Marketing
Reports To:	Executive Director and CEO
Status:	Full Time - Exempt
Revision Date:	1/14/19

Position Overview	<p>Reporting to the Executive Director and CEO, the Director of Marketing will develop and guide the strategy for the Museum’s overall brand and marketing, external and internal communications, and oversee the development of collateral and online content to consistently articulate the Museum’s message. The Director of Marketing leads a small team of high-performing individuals, with the responsibility for planning and executing the Museum’s advertising and marketing efforts, media and public relations initiatives, and content creation and dissemination. The Director of Marketing serves on the Museum’s Leadership Team and works closely with the CEO/Executive Director and other senior staff to develop and implement strategic initiatives, provide counsel, and evaluate effective outcomes.</p>
Essential Job Functions	<ul style="list-style-type: none"> • Update and execute the Museum’s brand and marketing objectives. • Develop, implement, and evaluate the annual marketing and communications plan. • Lead the marketing and communications team. Manage Marketing Manager, Graphic Designer, and other marketing personnel or contractors as assigned. • Design and execute marketing and communications campaigns. • Monitor deadlines that drive content generation and production across all media platforms. • Work with the CEO and senior staff to identify, develop, and implement marketing and communications strategies to advance the Museum’s brand and visibility goals in local, regional, national and international markets. • Protect the integrity, continuity, value, and presence of the Nordic Museum brand across all outward facing initiatives (including marketing, public relations, and community engagement). • Devise annual marketing and advertising budget in collaboration with CEO and finance staff and execute marketing activities within that budget. • Oversee the creation and delivery of press releases, publications, advertisements, and other marketing materials. • Ensure that the Museum maintains strong working relations with press and media to advance the Museum’s earned media presence; manage key media contacts and expand the Museum’s relationships with key media outlets. • Analyze market trends and recommend changes to marketing strategies.



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	<ul style="list-style-type: none"> • Gather and analyze constituent (member, visitor, and attendee) information for the purpose of expanding the organization’s reach. • Devise alternative and innovative online approaches to marketing; including web-based promotions, social media outreach, relational marketing. • Maintain existing relationships with other organizations for cross-promotion and awareness and develop new innovative partnerships to augment outreach efforts.
<p style="text-align: center;">Other Skills/Abilities</p>	<ul style="list-style-type: none"> • Strong executive presence; proven ability to interact with CEO and board; proven ability to contribute as part of a strong and collaborative senior leadership team. • Excellent communication, effective listening, and interpersonal skills. • Ability to manage multiple projects and priorities with high energy and strong problem-solving skills. • Ability to work effectively in a fast-paced non-profit environment, use independent judgment and produce a quality work product within tight time constraints. • Strong presentation skills. • Ability to interpret and present information effectively. • Ability to anticipate challenges, take initiative and provide solutions. • Must be able to quickly and accurately assess priorities. • Highly organized and detail oriented. • Excellent verbal, writing and editing skills. • Adaptable to changing business situations and environments. • Enjoys being part of a team.
<p style="text-align: center;">Requirements</p>	<ul style="list-style-type: none"> • 8+ years of related marketing/communications experience (experience within the cultural sector preferred) • Proficient in PC platform. • Proficient in Microsoft Office (Word, Outlook, Excel, Publisher, and PowerPoint). • Ability to host or staff museum events on occasion as needed. • Ability to lift 10lbs and be seated/standing for extended periods. • Occasional weekend and evening work. • Valid driver’s license.

NOTE: This job description is not intended to be all-inclusive. Employees may perform other duties to meet the ongoing needs of the organization.