

### **Job Description**

Job Title: Marketing & Communication Manager

Reports To: Executive Director

FLSA Status: Non-exempt

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#### **PRIMARY PURPOSE**

The Marketing & Communication Manager (MCM) maintains CMFDL's digital presence through social media postings and communications, and coordinates the creation of design needs for the museum including print materials and signage. This position is a hired staff member or a contracted individual who is responsible for the planning, creation, and implementation of the Museum's marketing strategies and communications, and provides leadership and overall management of Museum branded materials. The MCM works effectively in a team environment, assisting the Executive Director and other staff to effectively communicate with the Museum's audience and donors.

#### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

(Other duties may be assigned)

- Coordinates and implements the marketing of events, programs and classes, promotional campaigns, and more. This includes but not is limited to: providing content for e-newsletters and brochures, designing print materials, preparing mailings and maintaining the website and Markey digital signage.
- Writes copy for press releases, radio ads, brochures, advertisements, e-newsletter, social media posts, and any other external and/or internal communications.
- Manages all social media channels. This includes both scheduled and non-scheduled postings, responding promptly to comments and/or questions, sharing news or announcements that correlate with other marketing functions, and keeping tone of brand consistent throughout all platforms.
- Manages the development, design and production of new marketing and communication pieces (i.e. brochures, flyers, signs, web graphics).
- Supports production of graphic elements in conjunction with exhibit development.
- Assists in the management of the marketing budget and monitoring spending.
- Manages the CMFDL photo collection. This involves categorizing photos into files and folders to be accessed easily and taking photos/videos as needed.
- Assists in the development of donor and sponsor communication materials.
- Demonstrates a basic understanding of phones, internet, and other technological services.
- Supports 3 main functional areas: programs (75%), fundraising (20%) and general (5%)

**QUALIFICATIONS**

- Proven ability to communicate both orally and in writing with a wide variety of individuals.
- Experience with and ability to meet deadlines.
- Strong organizational skills.
- Ability to multi-task.

**EDUCATION and/or EXPERIENCE**

- Minimum Associates Degree in Marketing, Communications, or related field.
- General knowledge of design/marketing concepts
- Proficiency with Microsoft Office software required
- Proficiency with Adobe Photoshop, Illustrator, and InDesign required.
- Photography and experience in Adobe Premiere or other video editing software recommended.
- Experience in website content management recommended.

**CERTIFICATES, LICENSES, REGISTRATIONS & OTHER REQUIREMENTS**

Valid driver's license and the ability to pass a background check.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee is occasionally required to stand, walk, and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 40 pounds unassisted.

**WORK ENVIRONMENT**

A minimum of 32 hours per week is required to accomplish the responsibilities of this position, generally during business hours, Monday – Friday. However, responsibilities may require some evening and weekend availability.

**SUPPORT STRUCTURE**

The Marketing & Communication Manager works closely with all elements of the CMFDL organization model as approved by the Board of Directors (Jan 2019). All staff will provide assistance to the MCM, where needed, however the Executive Director provides primary guidance and support. On an annual basis (or more often if needed), the MCM will review goals and progress with the Executive Director and outline action plans needed to support the MCM's professional development as well as the museum's growth and development.