



Job Posting: Director of Marketing and Communications

Job Description: The Director of Marketing and Communication (DMC) is responsible for providing brand management and strategic leadership along with development and execution of annual (and project-based) marketing plans for the organization. The DMC oversees the Museum's promotion, messaging, communications, and advertising efforts in service to increasing brand visibility, driving traffic (both online and in-person), supporting comprehensive engagement efforts, and serving earned and contributed income strategies. The DMC leads the Museum's Marketing and Communications Department, which is responsible for branding initiatives; the museum's website and social media channels; marketing the museum's exhibitions, public programs, and other activities; external relations, including working with the media and advertising campaigns. The DMC supports the President & CEO in all aspects of business strategy internal and external. The DMC operates with the highest level of discretion and with minimal supervision, while exercising day-to-day decision making that has a major impact on the image and credibility of the NCM.

Roles and Responsibilities

- **Oversee a department of three:**
 - 1 Senior Media & Marketing Specialist
 - 1 Design & Branding Coordinator
 - 1 Social Media & Communications Internincluding managing personnel, recruiting, hiring, conducting performance reviews, and establishing key performance indicators for each fiscal year.
- Develop and execute comprehensive marketing campaigns, including strategies for earned media, paid media, owned marketing channels, and compile data and analysis of campaigns.
- Develop go-to-market strategies for ticketing products, merchandise/retail products, special event registrations, and more.
- Oversees all branded collateral including but not limited to ads, signage, promotional items, uniforms, digital assets and more.
- Oversight of corporate sponsorship program sales and fulfillment.
- Manage media relations for the Museum. Write press releases, pitch stories, respond to press inquiries, and ensure media coverage. Develop and maintain positive relationships with journalists and media outlets.
- Represent the department with the Board of Directors, reporting on campaigns and plans, as needed.
- Develop and manage department budget. Evaluate contracts and media technologies to ensure best fit for the organization.
- Work with in-house graphic designer to manage all graphic design projects from conception to delivery. Ensure consistent brand and style throughout owned channels.
- Oversee content creation for all social media platforms, emails, postcards, brochures, onsite signage, invitations, blog posts, web pages, and fundraising pitch materials.
- Write news articles, advertisements, speeches, fundraising pitch materials, and more.

- Track and report on marketing and communication data to support fundraising and overall Museum growth.
- Other duties as assigned.

Qualifications

- Experience effectively managing a team.
- Experience with a content management system, online promotion, and online content development.
- Deep understanding of social media marketing and analytics.
- Demonstrable experience in designing and implementing successful marketing campaigns.
- Familiarity of solid web designs.
- Proficiency with Microsoft Office, Adobe Creative Suite and other general-purpose tools.
- Knowledge of SEO, SEM and some form of content management platforms.
- The ability to work collaboratively on multiple projects with multiple stakeholders simultaneously within limited time frames.
- Excellent written and communication skills, with demonstrated ability to write for different audiences and purposes.
- An excellent understanding of marketing principles including planning, advertising, and design and a demonstrated ability to think strategically and creatively about developing and extending messaging through different promotional and communication vehicles.
- Must be exceptionally detail-oriented with ability to multi-task in fast paced environment.
- Must stay up to date on latest technology and best practices.
- Must be an outside-the-box thinker who can convey the team's messaging in unique ways.
- Strategic thinker with problem-solving mentality.
- Agency experience a plus.
- Community Outreach, Crisis Strategy skills required.

Education and Experience Requirements

- Bachelor's degree in Communications, Marketing, or a related field preferred.
- Candidates should have 5-7 years of experience in a promotional, marketing, and/or media relations capacity.

Organization Summary

The mission of the National Corvette Museum is to celebrate the Corvette's invention and preserve the legendary automobile's past, present, and future. The museum will serve as an educational and research model for all to enjoy.

Our Commitment

At NCM, we pursue diversity and endeavor to create an inclusive and accessible environment for our staff, visitors, stakeholders, and Board members. We value diverse perspectives and believe the power of diversity enriches us all. Creating an inclusive environment is critical to every individual's work. We are an equal opportunity employer, and we encourage candidates from historically underrepresented groups to apply.

Comments

Excellent benefit package that includes medical, dental, vision, life, 401(k).

Interested Candidates should forward a cover letter and resume to hr@corvettemuseum.org with Director of Marketing and Communications in the subject line or mail to National Corvette Museum at 350 Corvette Drive, Bowling Green, KY 42101.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.