

Marketing Manager



INCUMBENT: Vacant
REPORTS TO: President & CEO
LOCATION: Bowling Green, KY
STATUS: Full-time, Exempt, Hybrid
DATE: Open Until Filled

TO APPLY: Please submit a letter expressing interest, a resume or CV, a writing sample, and three professional references to HR@corvettemuseum.org.

DESCRIPTION

The National Corvette Museum (NCM) Marketing Manager is a creative and self-driven individual responsible for leading branding and marketing efforts for each line of business. The Marketing Manager is responsible for developing and executing full-funnel marketing campaigns with measurable KPI's to drive growth in attendance and revenue, and to elevate the NCM's positioning and branding for all lines of business. The Marketing Manager is an experienced marketer with a passion for the visitor's experience, with both a digital and traditional mindset to achieve both short- and long-term brand goals with a proven track record of success. This person is a team player who is willing to work with multiple departments to optimize strategies and seek information for best practices.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement integrated marketing campaigns with metrics and measurable goals to support the National Corvette Museum's growth in various lines of business.
- Oversee marketing and branding efforts for the NCM. This may require working closely with an external marketing firm and/or internal creative teams to communicate and track necessary outcomes, products and performance.
- Creative message development and graphic designs for tourism materials, websites, and for management of all social media platforms.
- Maintain marketing budget and make affordable and effective media buys to promote the NCM.
- Contribute to and monitor the flow of new web content. Give reports on the effectiveness of the website.
- Prepare reports on ad negotiations and placements, basic inquiry data and creative initiatives as well as activities of the Marketing Manager. Keep updated advertising history files and archive ad materials. Collect pertinent research and reports findings.
- Must be a nimble digital strategist who can lead and measure digital strategy effectiveness, make quick adjustments to optimize performance, and increase audience reach and ROI.
- Manage the budget and day-to-day digital advertising agency relationship, as well as relationships with all advertising outlets (includes TV, radio, out of home, etc.), to ensure that campaigns meet objectives and deadlines, and are well-coordinated, on brand and on budget.
- Provide analysis and recommend adjustments of budget, creative, messaging and channel strategy based on key performance indicators.
- Seek and research new business opportunities and develop business cases to drive more attendance and revenue.
- Aid in public relations requests and release writing.

EDUCATION/WORK EXPERIENCE

- B.S. OR B.A. degree with 5-7+ years of experience in marketing or related field experience.
- Prior experience in acquisition, performance marketing, and/or media planning role with a track record of using data-driven methods to inform digital targeting, segmentation and advertising.
- Experience with digital marketing, especially for social, web, and email.
- Marketing experience working for a non-profit and/or attraction preferred.
- Experience with design programs such as Adobe creative software preferred.

QUALIFICATIONS

- Excellent organizational skills with the ability to manage multiple short and long-term campaigns and projects simultaneously.
- Outstanding problem solving and analysis skills combined with the ability to synthesize large amounts of data and effectively communicate findings.
- Thorough understanding of Google analytics.
- Experience and knowledge of social media best practices and management.
- Thorough understanding and experience with e-mail marketing software.
- Highly self-motivated with effective time management skills.
- Extreme attention to detail and the ability to meet deadlines in a fast-paced environment.
- Proficiency with Microsoft Office products.
- Strong visual and design sensibility.
- Stays abreast of industry trends and successes.
- Strong commitment to the mission of the National Corvette Museum.
- Independent writer and strong public speaking skills
- Willing to travel as needed.
- Valid state driver's license required.