

The Works Museum
Job Posting

Job Title: Marketing and Communications Manager

Date: February 7, 2024

Department: Advancement

Reports To: Senior Director of Advancement

Status: Part-time, non-exempt position, 28 hours per week. Core hours Monday – Friday between 9am and 5 p.m. Includes some evenings, weekends, and early mornings for events and media opportunities.

Pay: \$22.60 - \$24.04/hour, commensurate with experience

The Works Museum makes learning about science and engineering interesting, engaging, and fun. The Museum's unique exhibits and programs create memorable learning experiences for all children. Our mission is to inspire the next generation of innovators, engineers, and creative problem solvers. We're building our Advancement Department and are seeking the right person to join our team. If you're looking for a fun, flexible, collaborative workplace where you can make a difference for kids in our community, this might be a fit for you.

The Marketing and Communications Manager works directly with the Senior Director of Advancement and across the organization to develop and execute marketing and communications strategies that forward the organization's mission and brand, grow awareness, and support earned and contributed revenue goals. This person is also responsible for membership and public attendance revenue, identifying and implementing strategies and tactics to increase membership sales and retention, and driving public visitors for our public open days and events.

Primary Functions and Duties

- Collaborate with the Senior Director of Advancement on the creation and implementation of the Museum's annual marketing and communications plans including earned media, social media, web, print and digital collateral, signage, advertising, videography, e-communications, and direct mail.
- Work with the Director of Education to establish annual revenue goals for education programs; create and implement a strategy and tactics to support goal attainment.
- Utilize story-telling to advance our mission and engage donors, visitors, and partners.
- Build relationships with media and influencers, serve as their primary Museum contact.
- Manage relationships with marketing and communications external vendors and consultants.
- Oversee the production of and approve all print, digital, and web marketing and communications materials.
- Maintain and reinforce our brand identity to improve and strengthen organizational awareness and consistent messaging, both internally with staff and externally with the public.
- Manage the collection, analysis, and evaluation of data pertaining to our marketing activities.
- Supervise staff, including the Web and Graphic Design Coordinator, interns and volunteers supporting the marketing and communications function.
- In partnership with the Development Manager, create and implement plans to deliver effective donor communications across channels.
- Successfully utilize internal and external project teams to deliver projects in a timely and effective manner.
- Participate in the annual budget process to help plan the yearly organizational budget.

Qualifications

- Minimum Associate's Degree in Marketing, Business, Public Relations or related field or equivalent experience in the field.
- Minimum of two years' experience with marketing and communications required; experience in the non-profit sector a plus.
- Demonstrated capacity to handle multiple tasks simultaneously utilizing superior time management skills.
- Strong project management skills, including the ability to prioritize workload for self and others.
- Outstanding attention to detail.
- Excellent writing, editing, and verbal communication skills.
- Positive, motivated, self-starter, results-oriented.
- Ability to represent The Works Museum with enthusiasm, professionalism, and result.

Personal Attributes

- Resourceful and creative.
- Employs strong work ethic and high standards for his/her/their own work and the work of others.
- Sees the possibilities as opposed to the obstacles and is a creative and tenacious problem solver.
- Is forward thinking and results-oriented.

The Works is an equal opportunity employer and does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws.

To Apply: Please submit an electronic cover letter and resume with salary requirements to jobs@theworks.org.