Chicago History Museum
1601 North Clark Street
Chicago, Illinois 60614-6038
312.642.4600
www.chicagohistory.org

POSITION AVAILABLE

JOB TITLE: Marketing Communications Manager

DEPARTMENT: Marketing Communications

FLSA STATUS: Exempt - Administrative

JOB SUMMARY:
The Marketing Communications Manager works with Media Communications, Curatorial, Exhibitions, Publications/Multimedia, Education as well as an external creative agency to develop marketing communications which support organizational growth in the areas of membership, attendance, programs, development, exhibitions, corporate events, and brand awareness.

ESSENTIAL FUNCTIONS:

Strategic Marketing Communication Planning

- With the Vice President of External Affairs, develops both short and long-term strategic communications efforts for the Museum. Responsible for execution of these initiatives.
- Maintains a strong and consistent identity for the museum and its programs by working closely with outside designers and vendors to establish
- Creates marketing plans for CHM exhibitions, education programs, public and private programs, development, and the Museum's other attendance building and income-generating activities
- Manages interns and volunteers on all daily tasks, providing guidance and support to these team members.
- Develops advertising schedules, reserves advertising space, and manages budgets for special projects
- Provides front-line communications and talking points for visitor services staff
- Ensures that CHM facility meets all brand standards at every touch point
- Assists with the coordination of cross promotional efforts for internal clients
- Coordinates marketing communications with media communications initiatives.

Membership Acquisition and Retention:

- Coordinates with Member Services Coordinator on membership growth communications and marketing.
- Directs membership campaigns, promotions, acquisitions, and renewals through a variety of on-site, direct mail, online, and other channels to achieve institutional objectives

- Builds member loyalty and revenue through membership affinity programs and events
- Develops online and print communications for members
- Creates and implements strategies to solicit members, working with the Institutional Advancement department
- Lifts, carries, and otherwise transports marketing materials weighing 40#

Digital Marketing Communications

- Develops and implements comprehensive digital marketing communications plan for exhibitions, public programs, and events with CHM web team.
- Develops digital marketing communications content including copy, photos, video clips, etc. that can be shared via our online and mobile vehicles including Pinterest, Tumbler, Facebook, Twitter, Flickr, and YouTube
- Works closely with CHM web team to outline and implement additional opportunities to maintain marketing communications and build fan base
- Develops new partnerships to help increase buzz about the museum and increase traffic to our networks
- Develops and implements a social media crisis plan

Education Marketing

- Serves as primary Marketing Communications liaison with Education department
- Develops comprehensive marketing and promotions plans for Education, including public programs, and family programs
- Manages development of seasonal brochures, advertisements, and collateral materials
- Develops and implement marketing plans and materials for select Education Department projects, including lectures, classes, and workshops

- **Contributes to and promotes a positive culture at CHM**

QUALIFICATIONS:

- Bachelor's in business/marketing, marketing communications, journalism, English, creative writing, public relations, advertising, or related field.
- Minimum three to five years experience in marketing, public relations, advertising or creative writing industry, preferably at a non-profit cultural organization.
- Superior oral and written communication skills; including strong writing, and meticulous editing, and proofreading skills.
- Experience with the execution of integrated marketing programs and managing outside vendors required; design of marketing programs highly preferred
- Teamwork; demonstrated ability to work successfully in a highly matrixed organization

- Proficiency in Microsoft Office Suite required
- Strong analytic skills; experience with visitor demographics and targeted communications required.
- Strong visual communication skills; experience working with graphic designers to create visually successful communication materials
- Excellent interpersonal skills required; ability to be flexible, responsive, and directive with media, proven track record of delivering excellent customer service.
- Ability to work in a fast-paced environment with many deadlines and responsibility for a high volume of communication production.
- Superior organizational skills required; ability to plan and manage multiple projects from concept through execution
- Good problem solving skills and ability to apply knowledge and experience to issues and problems that arise in order to achieve marketing goals
- General mobility throughout all museum properties and ability to lift, carry, and otherwise transport marketing materials weighing 40#.
- Belief in the mission, values, and programs of the Chicago History Museum

SALARY and BENEFITS: Salary is competitive. Excellent Benefit Package

Please send cover letter, resume with salary history, the names and phone numbers of 3 work references, sample creative portfolio or link to same, and a writing sample **in 1 document** to: https://home.eease.adp.com/recruit/?id=4230141

Salary History Required
Resumes submitted without above listed materials will not be considered
Background check required

Equal Opportunity Employer M/F/D/V