

## 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, Tumblr, 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