

Marketing Communication Director

Special Instructions to Applicants: All interested applicants should send a resume, professional references, and at least two (2) writing samples and samples of creative social media content to HR@nationalcowboymuseum.org. We suggest the documents be in a PDF format to avoid formatting issues. Incomplete applications will not be considered.

The National Cowboy & Western Heritage Museum invites applications for the Marketing Communication Director. Under the direction of the Chief Marketing Officer and in collaboration with the staff, the Marketing Communication Director serves as the primary media contact for the Museum, managing the media inquiries, coordination interview requests and managing media at events. This position leads the planning, development and execution of the Museum's communication strategies.

The Marketing Communication Director is a forward-thinking, highly innovative partner with a comprehensive understanding of local and national marketing. This position directs, implements, monitors and evaluates marketing communication strategy and programs, including advertising, branding and product promotion that drives customer engagement, loyalty, and revenue growth. Designs, develops and distributes consistent themes, messaging and branding throughout all communication touch points. Develops cross-functional relationships with stakeholders to understand products, customers, and industry to develop a focused communication program to increase brand awareness and increase sales.

Oversees content production across diverse media assets and platforms, including the World Wide Web, social media, and other digital assets. Continually evaluates the effectiveness of communication strategies through analytics and market research. This position coordinates the production of publicity and marketing material, ensuring quality, clarity, impact and consistency with the Museum branding. Works collaboratively with staff and other stakeholders, to oversee the planning and execution of public programs, such as lectures, events, and exhibitions. Additionally, the Marketing Communication Director explores and adopts new channels, methods and platforms to optimize marketing communication.

This is full time position is on-site, exempt and benefits eligible.
Salary \$87,000 to \$110,000

Minimum Requirements

- **Bachelor's degree in communication or related field with 10+ years of experience.**
- **4+ (four) years of professional experience in leading marketing efforts.**
- **Some WordPress website experience**

Skills required:

- Excellent management skills and the ability to manage multiple projects.
- The ability to craft inspiring messages for various platforms and audiences.
- Excellent writing and verbal communication skills, including editorial and writing skills that have clarity, quality and exactitude of expression.
- Experience with social media accounts and digital communication channels.

- Ability to work under pressure in a fast-paced environment, manage multiple deadlines and production schedules.

Essential Functions:

- Develops and executes marketing strategies and marketing plans/programs to meet departmental and/or organizational objectives.
- Leads the execution of communication and brand strategy for multiple programs incorporating appropriate channels.
- Manages the communications team: web and social media, multimedia manager, marketing manager. Responsible for the recruitment, management, development, and evaluation of staff.
- Sets budget, goals, and objectives in alignment with organizational goals.
- Manages some vendor relationships.
- Oversees market research and analysis.
- Uses the results to inform decisions regarding strategic marketing direction, product segmentation, and customer targeting.
- Assesses market opportunities and tracks market trends. Implement marketing improvements based on findings.
- Secure local, regional, national and international media coverage of the Museum's collections, exhibitions, events and Persimmon Hill
 - Solicit, plan, coordinate and host media visits.
 - Route, edit, distribute and follow-up on targeted news releases.
- Cultivate media contacts and work with maintain contact database.
- Identify and develop relationships with tourism and hospitality partners as well as local relationships with key arts and business organizations to expand customer base and promote the Museum as a cultural destination.
- Develops, implements, and manages annual and long-term communication plans.
- Coordinates production of materials related to specific projects across these platforms, ensuring quality, clarity, and impact in the field.
- Performs all other duties as assigned.