



Greensboro Children's Museum Marketing Manager

Position Description

This position is responsible for developing and implementing all marketing and communications strategies. The incumbent will set goals, monitor work and evaluate results to ensure that objectives and operational requirements are met and are in line with the mission and values of the Greensboro Children's Museum.

Reports to: Director of Visitor Services and IT

Position Status: Exempt, 30 hours a week

Roles and Responsibilities

Marketing

- Design and implement a comprehensive marketing and public relations program and appropriate marketing strategies and tactics for the Greensboro Children's Museum in keeping with its mission, goals and brand
- Promote Museum programs and manage the production of all museum promotional materials.
- Ensure consistent messaging and branding.
- Implement effective public relations, including the sourcing of relevant stories
- Establish and/or sustain key stakeholder relationships with the media.
- Coordinate all media contacts and ensure that the Museum consistently receives media coverage, print and media
- Develop long- and short-term marketing and promotional calendar for the Museum in working with various internal teams to inform and attract the Museum's visitors, members and other audiences

Communication and Connectedness

- Respond in a timely fashion and in a manner consistent with Museum interests to Media requests for information.
- Provide guidance for the Museum leadership team to ensure a consistency of messaging, standards and opportunities.
- Establish new partnerships and relationships for heightened public awareness, collaborative marketing.
- Responsible for staying up-to-date on the latest news, closings, special hours, events, programs, meeting and general happenings at the Museum.
- Responsible for staying current on local events and business development to seek partnership opportunities for the Museum.

Qualifications

- Must be self-motivated, team oriented, creative, outgoing, highly-skilled and organized.
- Should possess a strong sense of humor, flexibility and capability to adapt to changing priorities and schedules
- Must possess the ability to schedule and develop newsletters, brochures, banners, press releases, etc., on time
- Ability to coordinate all media ads and appearances
- Experience managing a social media campaign
- Ability to establish new partnerships and relationships for heightened public awareness and collaborative marketing,
- Bachelors Degree in marketing, business or related field
- 3 – 5 years experience in the marketing or public relations field
- Must provide 3 professional references
- Successful completion of a Criminal Background Check is required

Physical Requirements and Working Conditions

- Ability to work in a public facility
- Ability to work on your own, make decisions and provide recommendations to Museum leadership in areas of marketing, social media and public relations
- Ability to stand, stoop, reach and bend; mobility of arms to reach, dexterity of hands to grasp and manipulate large and small objects
- Ability to read small print
- Willing to working occasional nights and weekends.

Compensation

This position is 30 hours a week. Compensation details will be discussed during the interview process.