

Marketing and Communications Director

Written by GBP Staff
Friday, 21 November 2014 12:40 -



National Railroad Museum

Job Title: Marketing and Communications Director

Department: Sales & Marketing

Supervisor: Executive Director

SUMMARY - Develops comprehensive marketing and communication strategies; Develops and implements marketing and communications materials; Coordinates and assists with fundraising events; Participates in trade shows and relevant community events to promote the Museum; Serves as the Museum's public relations liaison.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned as required.

- Develops and executes long-term and yearly marketing plans for the Museum as a whole as well as for fundraising efforts, exhibits, educational programs and rental facilities in collaboration with Museum senior staff.
- Develops and executes comprehensive donor and member based communications plan for all aspects of the Museum, including press releases, social media matrix, and other types of written communications.
- Develops content and production schedules for Museum's printed communications

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materials.

- Promotes the Museum and its interests at trade shows through compelling booths and attendance.
- Manages the Museum's interactive media including website, e-communications, and social media matrix.
- Coordinates one major fundraising event a year and assists with planning of other special fundraising events.
- Develops branding manual.
- Manages media contacts and maintains media relationships.
- Manages inquiries and provides information and photos to meet media requests.
- Develops annual departmental budget.
- Provides relevant reports to Board of Directors, sub-committees and Executive Director.
- Participates in regular Museum committee meetings.
- Supervises interns.

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- Writes articles for publication in Museum's periodical publication □ Rail Lines.
- Participates in relevant business/community expos and trade fairs that raise awareness of the Museum and its activities.
- Other duties as assigned.

EDUCATION/EXPERIENCE: Bachelor's Degree in Marketing, Communications, Graphic Arts, or Business Administration required; Experience writing business and marketing materials. Minimum 5 years' experience in a relevant position.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be able to climb a six-foot ladder

Ability to lift 50 pounds with the assistance of another person.

Frequent standing, walking and sitting; occasional driving.

Must be capable of using hand(s)/feet for repetitive single grasping, fine manipulation and pushing and pulling.

Ability to communicate orally and writing in a clear manner.

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Ability to distinguish sounds at various frequencies and volumes.

Ability to distinguish people or objects at varied distances under a variety of light conditions.

Ability to withstand temperature changes in the work environment.

Ability to distinguish shades of color.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid driver's license.

Resumes should be sent to Jacqueline Frank, Executive Director at jdfrank@nationalrrmuseum.org