

DIRECTOR of MARKETING and COMMUNICATIONS

Position Description

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| Dept: Marketing | Reports to: Director & CEO | Direct Reports: 3 | |
| Type: Full-time | FLSA: Exempt | Date: 09/30/2021 | Rev. Date: |

KEY RESPONSIBILITIES

The Director of Marketing and Communications is responsible for the development and execution of brand management, communications, and marketing strategies that drive community engagement, build institutional identity, advance visibility, and increase revenue. Working in close partnership with colleagues across the museum, the Director of Marketing manages the Wadsworth’s media relations, advertising, promotions, and digital engagement efforts. The successful candidate will be creative, collaborative, data-driven, and forward-thinking. The work of the Director of Marketing and Communications will be guided by the museum’s, mission, values, and strategic plan and by the principles of, diversity, equity, accessibility, and inclusion. They will lead and coordinate the institution-wide approach to growing the museum’s audience and will actively participate in the overall management of the institution by serving on the senior management team.

ESSENTIAL FUNCTIONS OF THE JOB

- Incorporates equity into communications, both reflecting and strengthening Wadsworth’s reach to audiences from multiple demographics.
- Develops and oversees overall brand strategy and management, advertising, promotion, digital marketing including social media, merchandising, public relations, and executive communications.
- Manages the institution’s aesthetic vision and voice in all content including graphic identity, collateral materials, digital presence, advertising, promotional programs, and signage. Oversees development and maintenance of standards including tone, personality, voice, and style.
- Leads, creates, manages, and implements multi-year marketing and promotions plans which support the institution’s strategic priorities. Identifies and leverages cross-marketing opportunities with community, state, and regional partners and constituencies.
- Directs collection, analysis, and interpretation of market data; determining and evaluating current and future market trends. Supervises market research activities to develop actionable consumer insights. Creates and assesses metrics to gauge and evaluate the effectiveness and impact of marketing and public relations initiatives.
- In collaboration with department leaders, develops marketing and audience development plans for the museum and its exhibitions, programs, and events.
- Sustains and expands Wadsworth stakeholders including academic community, targeted communities, businesses and corporations, and new audiences as determined by research activities.

- Employs traditional and non-traditional platforms and vehicles to establish an exciting and enduring local, national, and international identity for the museum as a welcoming, inclusive, and world-class cultural destination.
- Manages external and media relations, including press inquiries, increasing public awareness of the museum and its activities.
- Serve as representative and spokesperson for the institution in the community, the field, and media. Participates in various professional events. Manages on-the-ground logistics and provides advance staffing at PR events and executive presentations. Briefs speakers on audience, venue logistics, tone, and delivery style.
- Works collaboratively with the Development Department in the creation and fulfillment of strategic marketing relationship, corporate sponsorships, foundation grants and in support of the membership program.
- Works collaboratively and cross-departmentally on initiatives, projects, and goals; and delivers excellent service to museum staff, volunteers, members, and guests.
- Develops and maintains departmental budget, ensuring fiscal responsibility and maximizing impact and return on investment.

MINIMUM REQUIREMENTS

Any combination of education and experience providing the required knowledge, skills and abilities for successful performance would be qualifying. Typical qualifications would be equivalent to:

- Bachelor's Degree in Marketing or related field
- Ten (10) or more years combined experience in direct to consumer marketing and communications; public and media relations; and brand and digital strategies.
- Proven success in the management and development of full-time staff.
- Experience in project management, data management and analysis.
- A deep personal commitment to, and understanding of diversity, equity, accessibility, and inclusion issues as well as demonstrated experience working across differences.
- Experience in marketing and communications for visitor/customer focused organizations such as cultural, arts, or tourism is preferred.

Skills and Abilities

- Proven ability to create and successfully execute a multi-strategy, multi-year marketing and communications plan.
- Deep experience in all areas of marketing, including: website tracking and metrics; social media; PR and advertising; videography and photography; email marketing and communications; CRM database; SEO; mobile engagement platforms; E-commerce, including website optimization, and email acquisition strategies.
- Skilled at managing within a compact and nimble organization, responsible for both high level strategy and logistical implementation;
- Deep curiosity about contemporary art and culture;
- Keen analytic and problem-solving skills which allows for strategic data analysis versus reporting numbers.
- Ability to lead, supervise, motivate, and evaluate staff in a high volume, fast-paced environment.

- Ability to work effectively and in close cooperation with a wide range of stakeholders, including Trustees, coworkers, outside entities and individuals.
- Agile, demonstrating a comfort level with ambiguity by acting/reacting with flexibility and approaches problems from different perspectives with a solution orientation.
- Strong interpersonal skills to foster effective working relationships at all levels.
- Ability to engage in self-evaluation with regard to leadership, performance, and professional growth.
- Sophisticated visual aesthetic appropriate to an art museum setting.
- Superb poise and communications, presentation and public speaking skills.
- Superior writing and editing skills, with a strong sense of narrative and story-telling.
- A track record of successful collaboration with fundraising professionals.
- A high level of professional integrity, diplomacy, and discretion when handling sensitive issues.
- Ability to respond quickly to unexpected challenges and shifting priorities.
- Aptitude in MS Office programs including Word, PowerPoint, and Excel.

WORK SCHEDULE

The work schedule generally is Monday through Friday, 9 a.m. to 5 p.m. A flexible work schedule or additional work hours may be necessary, to meet the requirements of this job position, which could encompass evening hours and weekend work. The responsibilities and required interactions of this position are not conducive to remote work.

PHYSICAL/MENTAL/SENSORY DEMANDS

The work environment characteristics described here are representative of those a Director of Marketing and Communications encounters while performing the essential functions of the role:

Climate controlled art museum with display galleries, standard offices, café, library/archives, theater, museum shop, and other non-public spaces. Work is performed primarily indoors and occasionally outdoors, in lobbies, art display galleries, public spaces and non-public offices and storage areas. Compliance with Museum health and safety-related protocols.

While performing the duties of this job, the employee is frequently required to receive oral and written instructions and information in English and to clearly communicate in English in person, over the telephone, through email and through other electronic means. The employee is required to move about their work area, between galleries and storage areas, ascend and descend stairs; and stand and/or sit for extended periods of time. The employee is occasionally required to lift, drag and/or move up to 15 pounds unassisted. The employee is required to identify, observe, and assess visually or otherwise.

Reasonable accommodations may be made to enable qualified individuals with a disability to perform the essential functions to the extent the Wadsworth may do so without undue

hardship. The term “Qualified individual with a disability” means an individual who with or without reasonable accommodation can perform the essential functions of the position.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and essential functions and responsibilities of work performed by the employee in this job position. It may not contain a comprehensive list of all duties, responsibilities, and qualifications required for this role. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

HOW TO APPLY

Wadsworth Atheneum is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.
Salary Range: \$85,000 - \$100,000

You can do so by sending a cover letter noting the reason for your interest and salary requirements, plus your resume to: staffing.marketing@thewadsworth.org