

## **Children's Discovery Museum**

### **Marketing Manager**

**Status:** Full-time; exempt

**Department:** 20100

**Reports to:** Director of Development & Marketing

#### **Summary Description**

Under the general direction of the Director of Development & Marketing, the Marketing Manager is responsible for advancing institutional reputation objectives and driving attendance to the Museum. The Marketing Manager participates in the development of strategic plans for marketing and community relations. Responsible for regular performance and implementation of work related to management policies and general business operations including the following areas of responsibility: proactively develops business and media partnerships; manages venue and logistics for the Museum's annual major fundraising event; and initiates and implements community engagement activities.

#### **Primary Responsibilities**

Direct responsibility for goals and results. Highly visible position with both external and internal communities. Influences strategy and has ability to make autonomous decisions within framework of established goals and objectives. Customarily and regularly exercises discretion and independent judgment. Realizes major impact on financial resources. Responsible for management of the Museum's marketing budget. Expectations and experience required described below.

- **Management:** serves as a Department Manager and member of the Museum's management team; participates on cross departmental planning and implementation workgroups; is responsible for budget recommendations for marketing, as well as recommendations for Museum's annual operations calendar, attendance and admissions revenue projections; assumes regular weekend/weekday floor management duties; supervises the Group Reservationist
- **Marketing:** responsible for development and implementation of campaigns and strategies to maximize general audiences as well as group visits, youth recruitment, and target audiences; provides key advice and assistance in the development of the Museum's annual marketing and community relations strategies; conducts audience development research and spearheads plan implementation; shared responsibility to identify exhibits relevant to target audiences. The position is hands-on as well as strategic, developing and actively engaging in implementation of community partnerships and corporate volunteer projects essential to audience development.
- **Business Development:** sees and seizes partnership opportunities to promote and position the Museum; develops and actively engages in implementation of partnership and corporate volunteer projects; represents Museum interests to community associations, including Park Use, Arts Roundtable, Downtown Association and Con Vis/Team San Jose; negotiates favorable contracts/sponsorships with key advertisers and media partners
- **Events and Promotions:** plays lead and support roles in promotion and events tied to annual marketing and fundraising strategies; is a key team member for planning and implementation of the annual Legacy for Children Award fundraising event with primary responsibility for management of venue, logistics, and volunteer recruitment; oversees production/updating and distribution of marketing collaterals

#### **Education/Experience**

Any combination of education and experience providing the skill and knowledge for successful performance would be qualifying. Minimum employment standards are:

- Bachelor's degree or 5 years experience in sales, marketing and/or public relations; and
- Previous supervisory experience preferred.

#### **Special Skills/Experience**

- Excels in creating and seizing business development/promotional opportunities;
- Able to negotiate successfully with both internal and external constituencies;
- Able to interpret and achieve simultaneous top priorities and monitor results;
- Develops relationships easily and is a team player;
- Demonstrates excellent written and verbal communication skills;
- Is responsive and uses good judgment; and
- Requires minimal supervision.

**This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required by his or her supervisor. Children's Discovery Museum is an at-will, equal opportunity employer.**

Updated 7/13/2017