

Reports to: Executive Director**Status:** Full time, Exempt**Supervises:** Digital Marketing Coordinator

Mission and Description of the Metal Museum

The Metal Museum is the only museum of its kind in the country dedicated to preserving, promoting, and advancing the art and craft of fine metalwork. The Museum engages the metals community and the surrounding region through exhibitions, collections, studio practice, and community education and engagement. The permanent collection and exhibition program reflect a wide range and mixture of metalsmithing, including ferrous and nonferrous metals, hollowware, jewelry, and architectural elements. With its unique focus on artwork and fine crafts made in metal, the Metal Museum helps initiate and promote dialogue and understanding of the field and its relevance in our modern culture.

Purpose

This position leads all marketing and communications efforts of the Metal Museum. The position manages Digital Marketing Coordinator for the successful development and completion of marketing collateral and effectively communicates with press, and stakeholders, both internal and external and non-press.

Essential Functions and Responsibilities

Marketing

- Develop, coordinate, and execute timely multi-channel marketing activities for all Museum exhibitions, events, classes, outreach and other programming
- Collaborate with staff and vendors to design projects from concept to delivery, ensuring all content, graphic, and project deadlines are met
- With cross-departmental input and with assistance from the contract graphic designer, create and oversee distribution of promotional materials for exhibitions, programs, and events
- Develop and implement strategies that maintain and build media relations to build relevance, awareness, and participation, responding promptly to media inquiries and actively securing press coverage
- Maintain paid advertising, including content and creative production, management, and analytics, and identify additional opportunities for effective advertising
- Ensure promotion of sponsors and granting agencies, fulfilling agreements and identifying opportunities for over delivery
- Provide support for all Museum programming and events including but not limited to the development of marketing materials, tech set up as necessary, and event photography
- Attend Museum and community events to build awareness and brand ambassadorship

Communications

- Solicit content for compiling and producing monthly e-newsletters and related communications to further engage Museum constituents
- Work collaboratively with team to develop multi-channel communications that complement fundraising appeals, initiatives, and events
- Craft compelling content and copy for a variety of additional channels as strategically identified, collaborating with Museum staff as needed to effectively tell the story of the Metal Museum, its mission, and its programming
- Oversee the production of the annual report, compiling information from all departments of the Museum and creating content as necessary, ensuring consistency across content, working with contract graphic designer to prepare final file, and overseeing distribution of reports to constituents

- Assist with other projects as assigned by the Executive Director

Administrative

- Develop and submit annual marketing budget for approval and manage allocated budget throughout fiscal year.
- Develop annual marketing plan that outlines the marketing strategy for all program areas, including exhibitions, education, events and metals studio activities. Plans should be updated throughout the year, responding to new opportunities/activities as they arise.
- Perform other duties as assigned within the scope of responsibility and requirements of the position.
- Other responsibilities may include, but are not limited to, greeting guests and acting as an attendant for the galleries; monitoring cleanliness of the buildings; assisting with events; and performing other essential duties as assigned.

Qualifications

- High School Diploma, GED, or equivalent required; Associate's or Bachelor's degree in communications, marketing or related field preferred
- 2-5 years' experience required in marketing, media relations, communications, content creation, website management, or social media management, or equivalent fields,
- Genuine interest in museums, metalworking, and visual arts strongly desired
- Self-motivated with the ability to work independently
- Meticulous attention to detail and highly organized
- Excellent written and verbal communications skills
- Strong public speaking and presentation skills
- Computer and software literacy, particularly Microsoft Office applications, required
- Marketing software (Constant Contact, Wix, etc.) and social media platforms experience required
- Proficiency with Adobe Creative Cloud applications Photoshop, Lightroom, InDesign and Illustrator preferred
- Knowledge of event, product, and promotional photography a plus
- Project management experience a plus
- Ability to work with a diverse array of people, including Museum guests, supporters, clients, vendors, volunteers, and staff, in both large and small groups
- Must be culturally competent to work with individuals and groups from diverse racial, religious, ethnic, educational, ability, and socioeconomic backgrounds, as well as members of the LGBTQ and gender non-conforming communities

Hours, Compensation, and Benefits

The work week for this position is Monday through Friday, with rotating Sundays approximately every four weeks. Additional hours (nights and weekends) will be required; all full-time staff are expected to assist with Museum events. All Museum staff must be available the week before, during, and after Repair Days, which is held annually in October.

The salary range is \$44,000 - \$55,000. Salary is contingent on experience and ability. Benefits include health insurance and a 3% Simple IRA employer match after 2 years of employment.

To Apply

Completed applications must be received by December 30, 2022. Send a cover letter detailing fit and interest in position, resume, and three references to quamesha@metalmuseum.org. Please reference "Marketing Manager" in the subject line. A writing sample may be requested as part of the interview process. **Please, no phone calls.**

The Metal Museum is committed to building a culturally diverse staff and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We strongly encourage LGBTQIA+ individuals, people with disabilities, Black, Indigenous, and people of color to apply.