

**Reports to:** Director of Development & Communications**Status:** Full time, Exempt

## **Mission and Description of the Metal Museum**

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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 programs 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**

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The Marketing Manager is a key member of the Development & Communications Department, reporting to the Director of Development & Communications. This role leads the Museum's digital marketing efforts to engage audiences and promote programs, exhibitions, the metal studios, and events. The Manager oversees website management, social media, email campaigns, and graphic design project management, while collaborating with internal teams and external partners to ensure all marketing initiatives align with the Museum's visual identity, mission, and strategic goals.

## **Essential Functions and Responsibilities**

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### **Digital Marketing**

- Collaborate with the Director to align digital strategies, campaign planning, and departmental goals with the Museum's mission and strategic plan.
- Develop and implement annual digital marketing plans that support institutional priorities, grow audiences, and increase community engagement.
- Lead cross-platform content strategy, ensuring campaigns integrate website, social media, email, and video channels.
- Monitor and manage the Museum's digital presence, ensuring all messaging aligns with institutional values and visual identity.
- Oversee website content strategy, updates, and accessibility compliance.
- Manage SEO performance, analytics tracking, embedded forms, and other data-driven tools to evaluate effectiveness, identify trends, and inform future strategies.
- Ensure all digital content is audience-centric, engaging, and aligned with marketing goals.
- Set and uphold visual identity standards across all digital platforms, ensuring messaging is consistent and aligned with institutional goals.

### **Social Media & Email Marketing**

- Develop and manage social media strategy, including content calendars, platform-specific campaigns, performance metrics, and audience growth targets.
- Lead email marketing campaigns: content creation, editing, layout design, audience segmentation, and performance analysis.

## **Graphic Design Project Management**

- Serve as liaison for the Museum's contract graphic designer.
- Manage project briefs, timelines, workflows, and ensure all deliverables maintain visual consistency and brand integrity.

## **Photography & Videography**

- Photograph and edit visuals for promotional materials, digital platforms, and archives, covering exhibitions, public programs, classes, and events, if applicable.
- Coordinate external photography and videography projects, including budgets, timelines, and deliverables.
- Support onsite events with marketing technology setup, real-time content capture, and digital engagement.

## **Collaboration & Team Development**

- Collaborate with internal stakeholders (Development, Education & Outreach, Collections & Exhibitions, Metal Studios) to create integrated marketing campaigns.
- Supervise interns, contractors, or junior marketing staff as needed, contributing to departmental planning and team development.
- Assist in marketing budget development and resource planning to ensure cost-effective use of funds.

## **Institutional Responsibilities**

- Support the Museum's mission, values, and strategic goals through all marketing initiatives.
- Foster a positive, respectful, and inclusive workplace culture.
- Participate in staff meetings, committees, and cross-departmental projects.
- Represent the Museum at external and internal events, promoting visibility and audience engagement.
- Maintain knowledge of industry trends, digital marketing best practices, and museum sector innovations.
- Maintain compliance with legal and ethical standards related to marketing and digital communications.
- Support the development of junior staff or interns by providing guidance and mentorship.
- Assist with crisis communication or reputation management as directed.
- Participate in daily operations as needed, including occasional gallery attendance or event staffing.

## **Qualifications & Skills of the Ideal Candidate**

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- High School Diploma, GED, or equivalent required; Associate's or Bachelor's degree preferred
- 2-3 years' experience in digital marketing, content creation, website management, or social media management, or equivalent fields required
- Direct experience supervising interns, contractors, or junior staff, including assigning tasks, guiding workflows, and providing feedback
- Photography (event, product, and/or promotional) experience preferred
- Graphic design experience a plus
- Proficiency with Adobe Photoshop, Lightroom, InDesign, and Illustrator preferred
- Ability to work with a diverse array of people, including Museum guests, supporters, clients, vendors, volunteers, and staff, in both large and small groups
- Genuine interest in museums, metalworking, and visual arts strongly desired

- Self-motivated with the ability to work independently
- Meticulous attention to detail and exceptional organizational skills
- Excellent written and verbal communications skills
- Computer and software literacy, particularly Microsoft Office applications, required
- Marketing software (Constant Contact, Wix, etc.) and social media platforms experience required
- Project management experience required

### **Physical Requirements**

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The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is occasionally required to stand, walk and/or sit for long periods of time. They must have physical dexterity and the ability to carefully handle objects, as well as the ability to lift and move items of various weights and sizes. Position may have occasions to lift and/or move objects of 15-20 lbs.

### **Hours, Compensation, and Benefits**

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The work week for this position is Monday through Friday, 9:30AM – 5:00PM. Additional hours (nights and weekends) may be required. All full-time staff are expected to be available to assist with Museum events. All Museum staff must be available during the week of Repair Days, which is held annually in the fall.

The salary starts at \$45,000. 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**

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Please submit the following materials in **one PDF document**:

- Cover letter
- Resume
- Three references
- Examples of your photography work, if applicable

**Email your application to [madison@metalmuseum.org](mailto:madison@metalmuseum.org) with “Marketing Manager” in the subject line.** A writing sample and photography portfolio may be requested as part of the interview process. **No phone calls, please.**

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. Studies have shown that women and people of color are less likely to apply to positions if they do not meet all qualifications. We strongly encourage any individual interested in the position to apply if they have most of the qualifications.