



# **TUCSON MUSEUM of ART** AND HISTORIC BLOCK

## **TUCSON MUSEUM OF ART AND HISTORIC BLOCK DIRECTOR OF MARKETING AND COMMUNICATIONS JOB DESCRIPTION EOE**

**POSITION: Director of Marketing and Communications**

**WORK SCHEDULE: Full Time Salaried. Hours may vary to include special events and activities in the evenings and on weekends related to this position.**

**STATUS: Regular Full-time, Exempt**

**REPORTS TO: Chief Development Officer**

### **Job Description and Distinguishing Characteristics**

The Director of Marketing and Communications is a department head and part of the Museum's Management Team. The position requires specialized work focusing on the promotion and interpretation of the Museum's mission to local, regional, and national news media—as well as other important constituencies. The Director of Marketing and Communications has oversight for the development, design, creation, and dissemination of all collateral material: implementation of a vital marketing program including online; and creation of a high-profile image with all media (press, radio, television, magazines, etc.). The position requires a team orientation, working with staff from various departments and volunteers from the Museum's support organizations. The Director of Marketing and Communications has considerable public contact, and helps to represent the Museum to the community.

### **Typical Examples of Work Performed**

- Serves as the key organizer and spokesperson for all media interface, and collaborates with relevant staff to manage crisis public relations situations when they occur.
- Produce and disseminate all media releases and press kits; organize press conferences and FAM tours.
- Respond to inquiries from the general public, providing information directly or channeling requests to other staff.
- Provide and/or coordinate public speaking services and public relations spots for civic, service, and media organizations.
- Manage requests from advertising and communications agencies for on-site photography/filming.
- Coordinate photographic documentation of Museum events.
- Coordinate the creation and placement of advertising efforts.
- Maintain good communications with other community organizations and communications agencies, and remain active with marketing and tourism organizations.
- Coordinate and produce the Museum's E-News communications.
- Coordinate all Museum publications both in and out of house, including design, production, and distribution.
- Cultivate and maintain positive relationships with printers, photographers, and designers, and oversee the selection of such contractors.



## TUCSON MUSEUM *of* ART AND HISTORIC BLOCK

- Prepare an annual marketing plan and budget that is realistic and represents institutional objectives.
- Measure the effectiveness of the marketing plan.
- Maintain archival holdings of all the Museum's promotions and publications.
- Assist in strategies that relate to visitor evaluation.
- Chair and/or assist with Museum events when needed.
- Manage all online activities including social media and advertising.
- Manage and maintain Museum's suite of online tools and emerging technologies including but not limited to website, social media, email, and mobile marketing.
- Identify new business and marketing opportunities.
- Understand new visitor profiles and identify new ways to communicate and engage with audiences.
- OTHER DUTIES AS REQUIRED.

### **Minimum Requirements/Knowledge/Skills**

- Graduation from an accredited four-year college or university with a degree in Marketing, Communications, Journalism, or a related field, preferably supplemented by graduate-level study or a graduate degree, and five plus years progressively responsible marketing and public relations experience.
- Knowledge of print production.
- Experience with all forms of traditional and non-traditional media.
- Computer literacy, especially in Microsoft Office; knowledge of Wordpress and Adobe Creative Suite desirable.
- Excellent verbal and written skills.
- Organizational and supervisory skills.
- Ability to establish and maintain effective working relationships with fellow employees and the general public.
- A firm commitment to team and consensus management.
- Ability to establish and maintain effective working relationships with fellow employees, docents, volunteers, interns, and the general public.
- Excellent communication skills and ability to effectively manage multiple projects simultaneously.

Equal Opportunity Employer—the Tucson Museum of Art requires a pre-employment background screening.

For more information contact [jobs@tucsonmuseumofart.org](mailto:jobs@tucsonmuseumofart.org)