

JOB DESCRIPTION

HIGH DESERT MUSEUM

POSITION

JOB TITLE:	Director of Marketing & Communications	REPORTS TO:	Executive Director
DEPARTMENT:	Communications	SUPERVISES:	Communications Team & Visitor Experience Manager
CLASSIFICATION:	Salaried, regular full-time exempt	SALARY RANGE:	\$100,000-\$120,000

JOB SUMMARY

The Director of Marketing & Communications leads the Museum’s external voice and visibility within the region and beyond, collaborating internally and externally to share the vibrancy of this 43-year-old regional cultural anchor. This person oversees all external communications for the Museum, ensuring consistency in branding, voice and tone across multiple platforms. In collaboration with the Museum Director, this position will devise and implement strategies to promote the museum, its exhibitions, collections, public programs, and educational initiatives. The Director of Marketing & Communications develops and implements the Museum’s communications and marketing strategies, including for increasing attendance, visitor-driven revenue, and membership and donations. Also, this role is responsible for efforts to ensure a vibrant, on-brand visitor experience on the Museum grounds.

The Director of Marketing & Communications supervises a Communications Team of 2-plus as well as contractors to accomplish this work, as well as the Visitor Experience Manager, who oversees the Admissions Team and Silver Sage Trading Team.

ESSENTIAL FUNCTIONS (in order of priority with the percentage of time spent on each)

40%	<p>External Communications & Marketing</p> <ul style="list-style-type: none"> Oversees the overall brand and voice of the Museum, conveying the wonder and awe of this regional resource and cultural anchor while ensuring externally facing elements align with its vision, mission and values in consultation with the Executive Director. Guides the Communications Team in developing and implementing external communications efforts that promote Museum exhibitions and programs, as well as elevate the Museum’s prestige and visibility. Creates focused marketing campaigns to drive attendance for exhibitions, events, and programs in collaboration with the Communications Team, including a mix of e-blasts, digital, social media, invitations, programs, external collaborations, and signage. Helms paid advertising and marketing for the Museum, including maintaining relationships and coordination with vendors and ad reps, plotting advertising spend, and overseeing production of assets for distribution. Responsible for negotiating and executing marketing and budgeting budgets and contracts. Directs media relations and PR efforts and serves as spokesperson and/or media relations liaison. Preps staff for best PR outcomes. Manages crisis communications and provides counsel as needed. Oversees all HDM publications (quarterly newsletter, annual report, brochures, etc.). Manages all marketing and communications efforts within project management software to ensure alignment of team and tracking of deadlines. Guides development and maintenance of writing standards including tone, voice and style, as well as visual assets, including imagery and video. Guides the Visitor Experience team to ensure world-class experiences. Promotes store, café, membership, facilities rental and other earned-income opportunities.
------------	--

	<ul style="list-style-type: none"> • <i>Executes targeted media and tourism partnerships to reach visitors during the travel planning phase.</i> • <i>Foster and maintain relationships with communications counterparts at regional and museums and cultural organizations.</i>
30%	<p>Strategy and Collaborative Efforts</p> <ul style="list-style-type: none"> • <i>Collaborates across the Museum to plan and help implement efforts that enhance the visitor experience.</i> • <i>Serves as a member of the Museum’s senior leadership team.</i> • <i>Provides effective leadership and a collaborative approach to cross-marketing with a variety of community, regional and state partners and constituencies including tourism organizations and other regional destinations.</i> • <i>Helps guide the institutional aesthetic and visual identity, particularly in Silver Sage Trading.</i> • <i>Collaborates with other departments on initiatives, projects, and goals. Utilize visitor study and digital tools to capture visitor feedback and drive operational improvements.</i>
25%	<p>Fundraising and Future Planning</p> <ul style="list-style-type: none"> • <i>Guides the communications planning and collateral creation for the Museum’s fundraising campaigns, including capital and endowment, as well as assisting with messaging and strategy. Support fundraising and capital campaign goals by leveraging marketing’s storytelling and design capabilities.</i> • <i>Plays considerable role in ensuring success of the Museum’s annual fundraising gala, High Desert Rendezvous.</i> • <i>Collaborates with Development team to increase member retention and lifetime engagement through personalized, high-touch communication and align digital campaigns with on-site sales strategies.</i> • <i>Collaborates on and helps guide development campaigns to increase membership, donations and other revenue-generating opportunities. Provides strategic guidance and collateral creation for the Museum’s Capital Campaign and major gift initiatives, individual giving and annual fund contributions.</i>
5%	<p>Additional Duties</p> <ul style="list-style-type: none"> • <i>Contributes to and supports the Museum’s welcoming and inclusion initiatives.</i> • <i>Assist with Museum-wide events, such as Free Days, etc.</i> • <i>Other duties as assigned.</i>

QUALIFICATIONS

EDUCATION/ CERTIFICATIONS	<ul style="list-style-type: none"> • Bachelor’s degree in related field.
EXPERIENCE	<ul style="list-style-type: none"> • Minimum of seven (7) years professional experience in senior marketing or communications position, leading a team in creating dynamic and successful marketing and public relations campaigns. • Proven track record of managing multi-segment campaigns and using data to calculate ROI and audience growth. • A keen eye for design and the ability to maintain a premium visual identity that reflects the museum's status as a regional cultural anchor.

