

Museum of Discovery

Chief Marketing Officer

Job Description



Job Summary: The Chief Marketing Officer (CMO) oversees Museum of Discovery's brand management, public relations, digital strategy, website, marketing and advertising. The CMO develops and executes comprehensive marketing strategies to enhance the museum's visibility, while furthering its mission and engaging diverse audiences.

Department: Marketing

Reports to: Chief Executive Officer

Education: Bachelor's degree in public relations, marketing, graphic design or related field

Experience: Minimum of five years of experience in marketing and/or public relations. Management experience preferred.

Special Skills and Personal Attributes:

- Strong written and verbal communication skills
- Experience in media interviews
- Proficient in social media, graphic design, photography, videography and video editing
- Knowledgeable in analytics and tracking the impact of marketing campaigns
- Experience in website design, search engine optimization (SEO) and site maintenance
- Strong customer relationship skills in dealing with guests, members, volunteers, donors and board members
- A positive can-do attitude, flexible and committed a team-oriented approach

Job Responsibilities

Strategic Planning:

- Develops and implements an integrated marketing strategy aligned with the museum's mission, goals, and target audience
- Collaborates with other departments to ensure marketing efforts are cohesive and supports overall organizational objectives as well as department-specific initiatives
- Develops and manages the annual marketing budget

Public Relations:

- Cultivates and maintains positive relationships with members of the media, influencers, and community stakeholders
- Creates and distributes press releases, media alerts, and other marketing materials
- Develops crisis communication strategies

- Serves as the museum's spokesperson and provides media training to co-workers who handle media appearances

Brand Management:

- Manages and enhances the museum's brand identity, ensuring consistency across all communications
- Develops marketing materials
- Establishes and enforces brand guidelines to maintain a cohesive and recognizable brand image
- Supports the development of retail merchandise and e-commerce for the museum's store

Digital Marketing:

- Leads the development of the museum's online presence, including website management, social media, email marketing, and print/digital advertising
- Implements data analytics tools to measure the effectiveness of digital campaigns and make data-driven decisions
- Monitors the museum's reputation online and responds to positive and negative feedback/reviews on social media and review sites
- Leads efforts to develop innovative tactics to reach target audiences via online, social media, earned and paid media, advertising, and emerging platforms.

Event Promotion:

- Collaborates with event planning teams to promote exhibitions, programs, and special events.
- Develops and implements marketing strategies to drive attendance and participation in museum activities and events
- Evaluates the success of events through post-event analysis, identifying areas for improvement and future success.

Fundraising Support:

- Works closely with the development team to integrate marketing efforts into fundraising as well as volunteer and membership campaigns
- Leverages marketing strategies to enhance donor engagement and support sponsorship initiatives
- Develops and executes targeted campaigns to drive financial support from both individual and corporate or foundation donors.

Workplace Values

In all positions we are looking for employees who exemplify our company values:

- *Imagination* – We are dedicated to providing an experience that fosters imagination and ignites passion.
- *Growth* – We are passionate about training our employees and recognizing the uniqueness of everyone.
- *Neighborly* – We strive for positive relationships, where everyone does their part to make them successful.
- *Integrity* – We adhere to the highest moral and ethical standards in all that we say and do.
- *Teamwork* – We are a diverse but unified team, working together to achieve excellence in all that we do.

- *Embracing Change* – We are always open to new ways to improve employee engagement.

The responsibilities listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The Museum reserves the right to revise or change position duties and responsibilities as necessary to accommodate changing organizational needs.

Please send your resume, a cover letter and three references to: kbass@museumofdiscovery.org

Or by mail to:

Kelley Bass

Museum of Discovery

500 President Clinton Avenue, Suite 150

Little Rock, AR 72201

(No phone calls please)