The Springfield Museums is currently accepting applications for the position of:

**Director of Public Relations and Marketing**

The Director of Public Relations and Marketing is responsible for executing tactical plans to promote the Springfield Museums through traditional and online marketing and public relations efforts and to convey all that is offered within the five museums and the Dr. Seuss National Memorial Sculpture Garden, making the Springfield Museums a top destination for local, regional and national audiences.

Essential functions of the position include but are not limited to the following:

As a member of Springfield Museums' management, the Director of Public Relations and Marketing is responsible for contributing to the overall mission, goals and objectives of the institution. In addition to accountability for assigned areas of responsibility, he/she will participate in the shaping and achieving Association goals, objectives, policies and practices and ensuring that staff, volunteers, the public and others understand the Association’s mission, goals and objectives, and their integration with departmental goals and activities.

Work closely with the Museum Directors and management staff in the development and implementation of short and long term strategic goals for the Museums. Develop the Museum’s annual strategic marketing plan and implement all tactical marketing decisions, identifying new business and marketing opportunities both within and outside that align with and support the Museums’ strategic plan and which are aimed at winning support and public enthusiasm for the Museums’ services, activities, collections and exhibitions.

Understand visitor profiles gleaned through visitor surveys and analysis of on-site and website visitors to reach core audience. Identify strategies and market placement to reach new audiences; research and evaluate Museum’s online and offline audiences and refine marketing model; identify trends and forecast attendance.

Develop, implement and manage marketing metrics to optimize media mix and track long term goals; report results on a regular basis.

Assist in the development of community based programs and events to help broaden audience participation.

Research, write and disseminate information to the various local, regional and national media accurately and timely. This includes print and electronic media, specialized publications, and all social media platforms.

Plan, establish and maintain positive media relations, developing personal contact with key media representatives. Create marketing and public relations campaigns, identifying new media outlets and opportunities.

Collaborate and consult with all Museum departments, external support organizations, and Marketing Committee to strengthen marketing and communication strategy and execution for their distinct audiences.
In collaboration with the President and Vice President, foster external partnerships to broaden marketing committee representation, drive traffic and support the Museum’s community-based efforts.

Oversee the design and production of all Museum publications including courses and promotional brochures. Write/edit and proofread the members' Quarterly calendar. Review, edit and proofread information and publications originated by other departments prior to dissemination.

Assist in the coordination and production of print materials, photographs, slide presentations and promotional videos, acting as liaison between staff and outside production teams.

Work with Association staff and volunteers to develop promotional strategies for specific projects. Pitch and coordinate media appearances of staff.

Collaborate with Development staff to develop in-kind promotional sponsorships for Museum exhibitions, programs, and activities.

Oversee the Museum’s suite of online tools and emerging technologies including but not limited to website, social media, email, mobile applications, and mobile tagging.

Prepare and manage the annual public relations/marketing budget.

Assist in writing sponsorship proposals and grant applications as needed.

Represent the Springfield Museums at various public functions. Supervise marketing and public relations staff and oversee their activities.

Assist President, Vice President, Development Director and other museum directors on special projects as assigned. Perform other similar duties as responsibility necessitates or as assigned by supervisor.

Qualifications:

A bachelor’s degree in marketing, communications or journalism along with 7 plus years of experience in public relations and marketing is required. A proven record of success in a highly dynamic environment, preferably non-profit, along with extensive experience in general marketing strategy and campaign execution, is necessary. Occasional weekend and evening hours are required.

Please provide a letter of application, resume, writing sample, and salary requirements by Friday, December 16, 2016. In advance, thank you for submitting your application, individuals selected for an interview will be contacted.