



MARKETING MANAGER JOB DESCRIPTION

New Position

_____ (Date)

_____ Approval

Revised Position October 16, 2017

_____ (Date)

_____ Approval

Position Title: Marketing Manager

Senior Management Part Time Docent Contractual Other

Department: Marketing Exempt Non-Exempt

Position Supervisor: Executive Director

General Overview: The Marketing Manager will design and manage the dissemination of information to the general public through media outlets to include radio, television, print, internet, and social media. The Marketing Manager will maintain unified marketing materials and branding campaign for the National Sporting Library & Museum. The Marketing Manager will work directly with the Membership & Events Manager, the Clarice & Robert H. Smith Educator, and indirectly with all departments in designing and distributing advertising and promotional materials in support of public programs, exhibitions, and the NSLM mission.

As one of two staff serving as liaison to the Marketing & Development Committee of the Board of Directors, the Marketing Manager along with the Membership & Events Manager will coordinate efforts and events determined by the Committee. Such assignments include: fundraising events*, annual giving, corporate giving, sponsorship for all museum programs and exhibitions, on-line giving, planned giving, and other methods of giving as identified by the Committee, Board, and Executive Director.

The position is 60% design/production related and 40% marketing related work.

Reports to the Executive Director.

Attends Senior Staff and Marketing & Development Committee meetings and provides monthly reports of major activities and issues to the Executive Director. Work schedule: 9:00am to 5:00 pm, Monday through Friday. Additional work hours will depend upon events scheduled. Rotating weekend schedule.

Major Responsibilities:

- Writes and designs the quarterly newsletter and annual report (Adobe Creative Suite)
- Designs and coordinates printing (and mailing as needed) of:
 - posters
 - banners
 - invitations
 - mailers and postcards
 - rack card
 - brochures
 - business cards
 - letterhead and envelopes
 - and other promotional material
- Develops media lists and draft/distribute press releases and liaise with the media

- Develops advertising copy and maintain advertising schedules/ensure ad copy delivered by respective deadlines
- Develops a marketing plan
- Oversees digital marketing efforts to include NSLM website, social media (Facebook and Instagram), and e-blasts
- Works with Members & Events Manager and Executive Director to oversee corporate giving program
- Works with the Curatorial department to design exhibition support materials

Other Duties:

- Researches and evaluates various advertising opportunities in print, radio, internet, and television
- Handles media buying to include advertising contract negotiations
- Maintains contacts and current files for each advertising outlet
- Posts events to online calendars
- Stays informed as to the short-term and long-term program/exhibition schedules to maintain a marketing plan
- Maintains phone system announcements – use the announcement system to promote upcoming events

Skills Requirements:

- Time management and the ability to adhere to deadlines and schedules
- Strong written and oral communication skills
- Email and telephone proficiency
- Organization and file maintenance
- Strong computer skills, including Adobe Creative Suite, Microsoft Office, and digital CMS
- Basic HTML and CSS knowledge
- Basic knowledge of photography (and use of digital camera)
- Ability to adapt to the needs of the position

Other requirements:

- 3-5 yrs. experience in related field (marketing/communications/design)
- Bachelor's degree in related field

New Assignments: As assigned by the Executive Director.

* In 2018 the Polo Classic fundraiser marketing collateral will be contracted out.