

# Mississippi Museum of Art

POSITION: Marketing Director  
CLASSIFICATION: Exempt  
REPORTS TO: Director of Art and Public Exchange  
EMPLOYEE STATUS: Full-time



## **JOB SUMMARY**

The Mississippi Museum of Art has been a community-supported institution for more than 100 years. The Museum boasts a seasoned staff of professionals that works to ensure that the Museum's exhibitions, programs, operations, and community outreach are of the highest quality and relevance to the people of Mississippi.

The Marketing Director is an organized and self-starting individual tasked with executing strategies for targeted Museum communications with various communities, through advertising, earned media, and multi-platform brand storytelling. Employee manages marketing team by developing long term goals, building marketing strategies and plans, guiding workflow, and empowering innovation while staying true to Museum's mission and strategic plan. Marketing Director responsibilities include developing a multi-tiered communications and media plan for interfacing with media, public at large, and various constituencies to ensure consistent Museum voice and impact.

## **ESSENTIAL FUNCTIONS**

- Implement best practices for arts marketing, use of data, content engagement, and grassroots community building.
- Boost efficiency and output within the marketing and communications department.
- Generate marketing and advertising plans and budgets.
- Widen and deepen brand impact and public awareness.
- Represent the Museum on television, radio, and in public space as a designated spokesperson.
- Work with designers and public relations staff to ensure quality and effectiveness.
- Work with other Museum staff to ensure smooth operation of the Museum's daily programs and events.
- Abide by all Museum policies and procedures, perform required administrative tasks in an accurate and timely manner.
- Work with other Museum staff to ensure smooth operation of the Museum's daily

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programs and events. Represent the Museum with the highest level of integrity and enthusiasm, work positively with colleagues and the public.

This is a list of Essential Functions for this position and is not designed to be a comprehensive itemization of every activity, duty, or responsibility that may be encountered. Activities, duties, and responsibilities may be changed, added, or eliminated at any time.

### **COMPETENCY**

- Detail and deadline oriented
- Exceptional writing abilities
- Strong communications skills
- Highly motivated
- Public speaking experience
- Experience managing team dynamics and executing long-term visions

### **PHYSICAL DEMANDS & WORK ENVIRONMENT**

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work may be performed both indoors and outdoors throughout the facility and grounds as well as at off-site locations.
- Position may require desk work for prolonged periods, standing, walking, and enough physical strength to lift and carry a minimum of 50 pounds unassisted.

### **EXPECTED HOURS OF WORK**

This is a full time position requiring 40 hours per week with availability during normal office hours as well as occasional official Museum after-hours events, community-outreach events, and weekends.

### **REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's degree or higher in marketing, communications, or related field
- Three or more years' recent experience in related field
- Strong computer skills and familiarity with MS Office Suite and working knowledge of Adobe Creative Suite products

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**PREFERRED EDUCATION AND EXPERIENCE**

- Background in or direct experience in marketing, public relations, creative writing, copy-editing
- Background in or direct experience in museum operations
- Competency with Adobe Creative Cloud products
- Experience in photography and videography

**ADDITIONAL ELIGIBILITY QUALIFICATIONS**

- Successfully complete training and a 60-day probationary period. Applicant may subject to a background check

The Museum is an Equal Opportunity Employer, and is proud of its work-place environment that is diverse in every respect and welcomes all applicants for employment. The Museum is not a department or agency of the state or federal government.

Interested candidates should forward by email a cover letter and résumé to [careers@msmuseumart.org](mailto:careers@msmuseumart.org). No phone calls please.