

Job Title: **Marketing Manager**

Reports To: Senior Director Institutional Advancement

Job Status: Full-time Exempt, Benefits Eligible

The Health Museum's mission is to foster wonder and curiosity about health, medical science and the human body. We offer transformative learning opportunities for all ages that are multi-sensory and engaging. The Health Museum's core values—inspirational, evidence-based, and individualized—function as a vital part of our long-term strategy of growth, expansion to reach new audiences, and empower healthier living.

Job Summary: The Marketing Manager plays a key role in expanding the Museum's brand awareness through advertising, website, social media, community relations strategies, and email campaigns. This position is responsible for the creation and delivery of digital and print communications for the Health Museum programs, exhibits, member, and donor relations. Primary duties include developing and implementing marketing campaigns; generation of ideas for new markets, management of website and social media platforms; performing website updates; coordination of all phases of the production of collateral either inhouse with graphic designer or management of an outside vendor; develop and track annual marketing plan and budget.

Job Duties:

- Develop marketing materials including e-blasts, flyers, invitations, general event postcards, surveys, and newsletters consistent with Museum goals.
- Prepare and deploy email and direct mail marketing campaigns.
- Coordinate creation of digital content. (i.e., website, social media, videos, blog)
- Maintain active calendar for marketing deadlines, advertising and distribution lists, and work plan.
- Support the distribution of marketing materials to outside media, on other websites, and venues.
- Optimize SEO campaigns and website content.
- Manage social media accounts and deliver content via Facebook, YouTube, Instagram, Twitter, LinkedIn, and other social media channels.
- Draft posts, gather content, edit videos, assist with annual content calendar.
- Maintain Constant Contact database in coordination with the Database Administrator and send e-blasts and e-newsletters.
- Help manage and update museum's website and maintain museum calendar.
- Liaise with PR agency on press releases, calendar placements, media relations, and communications; coordinate with PR agency to maintain record keeping and filing of THM media coverage.
- Takes photos and videos at the museum and during special events.
- Manages the workflow of the Graphic Designer.
- Assist with managing marketing collateral production.

- Regularly track and get insights into competitor strategies
- Create and follow annual Marketing Plan designed to help Museum achieve revenue goals.
- Develop annual marketing budget and manage expenses to that budget.

Qualifications:

- Bachelor's degree in Marketing or related field.
- Three to five years of marketing experience.
- Exceptional written and verbal communication skills.
- Website and social media content development.
- Experience working with Social Media platforms (Facebook, Instagram, Linked In, etc.)
- Understanding of web design principles, SEO, PPC and SEM.
- Experience with Constant Contact, Buffer, and CRM desired.
- Strong research and analytical skills.
- Excellent computer skills including Office365, InDesign, Illustrator, Photoshop, and Drupal.
- Must be motivated and able to work with minimal supervision.
- Photography / Videography skills a plus.