



Sparking wonder and curiosity about our world through hands-on science experiences

The goal of the McWane Science Center Marketing Department is to sustain and grow admission, increase brand/mission awareness, and attract new and diverse audiences and supporters. The **Director of Marketing and Communications** is responsible for the planning, development and implementation of McWane Science Center's marketing strategies, marketing communication and public relations activities, both external and internal. This individual also oversees development and implementation of supportive materials and services in the areas of marketing, communications and public relations and coordinates all aspects of media relations management and serves as the primary media contact for media inquiries.

Accountabilities and Major Duties

- I. Develops, implements and coordinates all facets of McWane Science Center's marketing, communications and public relations activities to support the museum, IMAX Theater, programs, activities, special events, traveling exhibitions and fund development efforts.
 - a. Coordinates timely release and management of accurate information, internally and externally.
 - b. Develops and institutes an annual plan for marketing, communications and public relations.
 - c. Develops, monitors and evaluates budgets for marketing, communications and public relations.
 - d. Develops and cultivates relationships with members of the press and industry trade organizations.
 - e. Meets regularly with McWane Science Center management to actively formulate ideas for advertising and special promotions.
 - f. Oversees editorial directions, design, production and distribution of all McWane Science Center publications including, but not limited to, the quarterly newsletter, brochures, rack cards, post cards, fliers, etc. Also writes copy for the newsletter and other printed materials.
 - g. Tell the mission-based stories of the organization through press-releases and relationships with the media.
 - h. Facilitate the development of a formal crisis communication plan—working with all departments.
 - i. Organize speaking opportunities with the media and speak in front of the media outlets and provide interviews when necessary.
- II. Directs and oversees McWane Science Center's website and social media marketing
 - a. Directs and oversees the process for keeping website information and presentation current and accurate.
 - b. Directs and oversees any re-design or development of the website.
 - c. Directs staff member and guides McWane Science Center's social media efforts to support the overall marketing and communication plan.
- III. Oversee the design and execution of attendance drivers and special marketing campaigns.
- IV. Directs and supervises department personnel maintaining a climate that attracts, retains and motivates top quality staff while adhering to all management duties and organizational policies.
- V. Together with the VP of Development and Marketing as well as senior staff members, help to make sure McWane Science Center's philosophy, mission and vision are pertinent and practiced throughout the organization by:
 - a. Ensuring McWane Science Center's philosophy, mission and vision are communicated to the public and constituents accurately and regularly.
 - b. Engaging people in the meaning of the organization.

- c. Developing and coordinating means to seek regular input from McWane Science Center's key constituencies regarding the quality of programs and services and the organization's relevance to the community.
- d. Participating in division and departmental planning and problem-solving.

Minimum Qualifications

1. Bachelor's degree in marketing, public relations, communications or related field.
2. Minimum of five years professional experience in developing, implementing and evaluating media, marketing and public relations plans, preferably in the nonprofit sector.
3. Understanding of media buying and how to diversify budget for optimal return on investment.
4. Experience managing staff and projects is required.
5. Strong oral and written communication skills.
6. Knowledge of and experience with incorporating current media outlets—digital, print, radio, television, and social—into an overall marketing plan.
7. Strong organizational and planning skills, ability to make decisions, and take initiative. Project management is key.
8. Excellent public speaking ability.
9. Familiarity of key local, regional and national media.
10. Ability to maintain effective relationships with staff, volunteers and guests.
11. Ability to work in a fast-paced environment and be a team player.
12. Ability to maintain a flexible work schedule including some nights, weekends and holidays.
13. Ability to work on site—this is not a remote position.
14. Ability to work independently.
15. Proficiency in word-processing, use of the internet, and common social media outlets.
16. Possess a valid driver's license subject to acceptable annual motor vehicle reports.
17. Minimum personal vehicle liability insurance as required by state law.

Minimum Physical Qualifications

1. Perform work utilizing a computer for extended periods of time.
2. Visual acuity.
3. Hearing proficiency.
4. Light lifting.
5. Ability to operate a motor vehicle.

Benefits include health, dental, vision and life insurance; 403(b) retirement savings plan including company match; paid time off; free membership and movie screenings; discounts in our gift shop, camp program, IMAX theater and food service; and on-site parking.

We look forward to hearing from you! Please forward letter of interest, resume and rate of pay requirements to McWane Science Center Human Resources at HR@mcwane.org. www.mcwane.org. EOE.