

TULSA CHILDREN'S MUSEUM

Title:	Public Relations & Marketing Manager
Reports To:	Director of Organizational Development

JOB SUMMARY:

The Public Relations and Marketing Manager is an integral member of TCM's outreach, promotion, and fundraising efforts with specific responsibility for marketing and communication, special events, exhibit displays, membership, and fundraising support. Strong communication skills and a pleasant, positive rapport are necessary to communicate with donors, board members, and all internal departments.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Marketing and Public Relations:

- Leads internal marketing staff and committee, tracking the marketing calendar, producing a schedule of promotions, and maintaining coordinated marketing efforts among all departments.
- Manages regular communication with members, guests, and the public through monthly newsletter, annual report, social media, press releases, emails, flyers, signs and the website content. Develops and designs TCM content and external documents, managing organizational adherence to brand standards.
- Manages the annual advertising calendar and budget. Coordinates ad placement with media outlets, meets advertising deadlines, and produces all advertising content for print or digital placements.
- Evaluates organizational and marketing outcomes through website analytics, surveys, and reporting.
- Maintains relationships with media, facilitating earned media, pitching stories, and coordinating interviews.
- Creates content to meet marketing deadlines—including but not limited to stories, promotional language, graphics, photographs, video, and flyers.
- Manages the museum Merchandise Shop strategy, branding, and ordering.

2. Development:

- Leverages Altru donor and patron database for strategic tracking, coding, and queries to support marketing and development goals.
- Supports Director of Organizational Development in all areas of development, including annual appeal, sponsorships, partnerships, and fundraising communications.
- Supports Capital Campaign efforts including event planning and marketing.

3. Special Events:

- Works with the Director of Organizational Development and committee in the planning of the Electric Lime Gala with responsibility for event logistics and marketing.
- Manages planning timeline and duties, revenue and expenses, vendors, donations, and coordination among supporting departments. Produces content for event materials and communication. Executes day of event management.
- Leads planning of museum events, such as Noon Year's Eve, Cookies and Science with Santa, Members-only Openings, and other events, including logistics, marketing, and support from TCM departments.
- Develops and executes new strategic marketing and fundraising events to support departmental goals. Coordinates interdepartmental efforts for all museum events.

4. Membership:

- Directs marketing efforts to meet membership revenue and renewal goals.
- Strategizes member events, exhibit previews, and other members-only benefits.
- Conducts research and develops membership program to meet organizational and community needs.

5. Exhibits and Design:

- Leads project team for development, design, and production exhibit display/graphics.
- Designs graphics for original exhibits and other museum displays.
- Coordinates promotion for original exhibit rental and sales program.

TULSA CHILDREN'S MUSEUM

Title:	Public Relations & Marketing Manager
Reports To:	Director of Organizational Development

This position is **non-exempt (paid hourly)**, exempt (salaried)

This position is regular full-time **regular part-time** special project on call, scheduled for 40 hours/week. Some nights or weekends may be required for select events.

Physical Demands: 55 % Sitting 35 % Standing 10 % Lifting/Carrying/Pushing/Pulling 10-50 Pounds

SECONDARY FUNCTIONS:

- Assumes other tasks and responsibilities as assigned by the Director of Organizational Development.

KNOWLEDGE/SKILLS/ABILITIES:

REQUIREMENTS:

- Highly motivated with the ability to exercise initiative and good judgment, ability to deal with rapidly changing priorities, possess excellent problem-solving, organization, administrative, and interpersonal skills.
- Ability to effectively manage and track multiple projects simultaneously, work well under pressure with a high degree of accuracy, and meet stringent deadlines.
- Computer literacy with demonstrated competence in word processing and spreadsheet applications.
- Excellent communication skills, both oral and written, and ability to maintain confidentiality.
- Thorough knowledge of business English and math, office/accounting/budgeting principles, procedures and standards.

PREFERENCES:

EDUCATION & WORK EXPERIENCE:

REQUIREMENTS:

- Minimum 5 years communications, marketing, or related experience.

PREFERENCES:

- Bachelor's Degree preferred or equivalent combination of education and experience.
- Media relations, advertising, and event planning experience.
- Proficiency in Adobe Creative Suite, WordPress, analytics, and social media.
- Graphic Design skills.
- Experience working with volunteers.

ADDITIONAL REQUIREMENTS/PREFERENCES; INCLUDING LICENSES AND CERTIFICATIONS:

REQUIREMENTS:

- Valid driver's license
- Pre-employment and/or pre-duty checks, such as criminal background check, alcohol and drug test, and reference checks

Note: This position description is representative of the major position requirements and is not intended to be all-inclusive.