



Job title	<i>Public Relations & Marketing Manager</i>
Reports to	<i>Director of Organizational Development</i>
Department	<i>Marketing</i>
Grade	<i>3-E</i>

What we want

Discovery lab is looking for a mission-oriented, strategic leader with experience managing public relations and marketing in a high-growth organization.

The Public Relations and Marketing Manager will be an experienced and creative strategist reporting to the director of organizational development. The successful candidate will lead and develop an internal team to support the following areas: public relations, marketing, social media and website, and graphic design functions.

The Public Relations and Marketing Manager will play a critical role in the strategic planning and growth of a new museum with the potential for a large community and regional impact. This is a tremendous opportunity for a leader to maximize and strengthen the internal capacity of a well-respected, high-impact organization during a time of expected growth.

What you'll do

Primary functions:

1. Marketing and Public Relations:

- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public.
- Ensure articulation of Discovery Lab's desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all constituencies, both internal and external.
- Leads internal marketing staff and committee, tracking the marketing calendar, producing a schedule of promotions, maintaining coordinated marketing efforts among all departments.
- Manages the annual marketing and advertising calendar and budget--coordinating ad placement with media outlets, meets advertising deadlines, and produces all advertising content for print or digital placements. Creates content to meet marketing deadlines—including but not limited to stories, promotional language, graphics, photographs, video, and flyers.
- Responsible for editorial direction, design, production and distribution of all Organization publications. Help make sure that the Organization's philosophy, mission and vision are pertinent and practiced throughout the organization.
- Develop and coordinate means to seek regular input from the Organization's key constituencies regarding the quality of programs and services and the Organization's relevance.
- Maintains relationships with media, facilitating earned media, press releases, pitching stories, and coordinating interviews.

- Supports director of organizational development in areas of development as needed, including sponsorships, partnerships, capital campaign, and fundraising communications.

2. Special Events:

- Works with the director of organizational development and the development department in the planning and execution of the annual fundraising gala with responsibility for event logistics and all graphics materials. Executes day of event management with the development co-lead.
- Leads the department in the planning of strategy for 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 Discovery Lab departments.
- Develops and executes new strategic marketing, memberships, and fundraising events to support departmental goals. Coordinates interdepartmental efforts for all museum events.

3. Guest Experience

- During the transition to the new site: lead the planning and development of the new museum Merchandise Shop strategy, branding, build-out, and initial ordering.
- Manage hiring of guest experience manager, as well as developing on-brand training for front of house staff (ticketing and merch shop).

Secondary functions:

- Assumes other tasks and responsibilities as assigned by the director of organizational development.

What you'll need

Knowledge and skills:

- 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.

Education and work experience:

- Minimum 5 years communications, marketing, or related experience.
- Bachelor's Degree preferred or equivalent combination of education and experience.

Preferences:

- Media relations, advertising, and event planning experience.
- Proficiency in Adobe Creative Suite, WordPress, analytics, and social media.
- Graphic Design skills.
- Experience working with volunteers.

How you'll work

This job is a regular, full-time, exempt, salaried position. The typical work schedule for this job is Monday-Sunday between 9 am – 5:30 pm. After hours and weekends may also be required as needed. Shared office environment.

Physical requirements

55% Sitting, 35% Standing, 10% Lifting/Carrying/Pushing/Pulling no more than 10-50 lbs.

Additional requirements

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

Direct reports

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

Discovery Lab is an equal opportunity employer and does not discriminate on the basis of race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, military status, or any other basis made unlawful by applicable federal, state, or local laws or regulations.