MARKETING & COMMUNICATIONS MANAGER
POSITION DESCRIPTION

Organization Mission
Engaging the community through art and nature.

Organization Overview
Laumeier Sculpture Park, one of the first and largest sculpture parks in the country, is an internationally recognized, nonprofit arts organization that is accredited by the American Alliance of Museums and operates in partnership with St. Louis County Parks. Laumeier presents more than 70 works of large-scale outdoor sculpture in a 105-acre park that is free and open daily. Laumeier serves approximately 350,000 visitors of all ages each year with presentations of art through a sculpture collection, temporary exhibitions, education programs, public events, and more. The park is located in Sunset Hills, Missouri in St. Louis County.

Position Overview
The Marketing & Communications Manager is a full-time exempt, salaried, position with benefits. This position reports to the Executive Director, works closely with all departments and serves as a staff liaison to the Board of Directors Marketing Committee.

Considered a member of senior staff, the Marketing & Communications Manager oversees the marketing and communication needs for the entire organization, including but not limited to Curatorial, Development and Membership, Education, Events & Rentals, and Visitor Experience.

The Marketing & Communications Manager is responsible for the overall organizational brand, messaging, and “story telling.” This position is tasked with communications and outreach to a wide range of constituents, including park visitors, donors, members, and other stakeholders. Additionally, it is charged with broadening our reach to as-yet untapped local, national, and international audiences.

This position offers room for future promotion to a departmental Director level.

Duties + Responsibilities
The Marketing & Communications Manager develops and executes all marketing-related functions for the organization, including (but not limited to):

•  Institutional and programmatic marketing strategies
•  Gathering, consolidating, and editing information across departments
• Managing paid advertising and unpaid promotions
• Curating and managing all social media campaigns and content, which require basic photography, videography, and graphic design skills
• Monitoring, updating and maintaining website content, hierarchy and design
• Overseeing email newsletters
• Researching marketing trends
• Tracking and reporting results of outreach campaigns
• Managing media and public relations, including maintaining press lists; scheduling media coverage and providing requested assets; writing, editing, and circulating press releases
• Managing publications (digital and print)
• Managing of photo/video archives
• Managing and tracking departmental budgets
• Managing all printing needs including bid requests, press checks, and mail house orders
• Managing and enforcing brand standards internally and externally
• Work with Administration Manager on mailing list segmentation by target audience
• Supervising graphic design services
• Supervising other staff as needed

Qualifications + Skills

The ideal candidate is someone who prides themselves on their organizational abilities, possesses a wide-range of marketing and communication skills, and thrives working in a fast-paced environment where they are engaged in the process from conception to execution.

• Outstanding oral, written, and interpersonal communication skills
• Flexibility and adaptability in a fast-paced work environment
• Dependability, organization, and attention to detail
• Solid leadership skills and a strong work ethic
• Ability to consistently demonstration high work productivity, output and multi-tasking abilities for managing several projects simultaneously, on time and on budget
• Growth mindset and ability to self-reflect
• Ability to work in an independent and self-motivated manner, as well as part of a team
• Sensitivity to both "big picture" and small details
• Ability to help write and track budgets, and control department expenditures
• Ability to interact politely and respectfully with a wide variety of stakeholders, including colleagues and the public
• Experience with some or all of the following:
  ➢ Microsoft Office Suite of programs (Excel, Outlook, PowerPoint and Word)
  ➢ E-marketing services (Constant Contact, MailChimp, MarketVolt, etc.)
  ➢ Website content management (Squarespace, WordPress, etc.)
  ➢ Social media platforms (Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube and Hootsuite)
➢ Web and application analytics (Google, Squarespace, Constant Contact, Facebook Ads Manager)
➢ Adobe Creative Suite (Illustrator, InDesign, Bridge, Lightroom, and Photoshop)
➢ Basic video editing skills using Adobe Premiere or Adobe Premiere Rush

**Education + Experience**

- Bachelor’s degree (BA or BS) preferred, ideally in communications, marketing, public relations or a closely related field
- Three to five years of paid experience working in a marketing and communications role required
- Experience with project and people management required
- Experience working with/in a nonprofit arts or cultural organization preferred

**Additional Requirements**

- Ability to pass a background check, including a check for criminal records
- Must be able to meet Laumeier’s COVID vaccination requirements, which include providing proof of full vaccination
- Work occasionally on evenings and weekends
- Ability to work outdoors

**Compensation**

Compensation is commensurate with qualifications and experience.

Benefits package is competitive and includes 100% employer-paid health, dental, life and short-term disability, starting on the first day of employment. Benefits package is valued at $7,000 - $12,000 per employee. Health care plan coverage is also available to spouses, domestic partners, and dependents, with the employee being responsible for premiums. A generous amount of PTO is granted and grows with the length of employment.

No relocation assistance is available.

**Office Culture**

Laumeier is a small organization, with modestly sized departments and team members all work closely together. Laumeier offers flexibility for hybrid models of remote and in-person work as well as flexible scheduling.

**Staff Core Values:** We believe in the importance and impact of art and nature. We encourage creativity and innovation. We value collaboration and teamwork. We rely on competency leading to quality and excellence. We stay true to our values by respecting our colleagues and maintaining accountability. We cultivate a welcoming, inclusive, and positive environment for staff, board, artists, students, and visitors.
**DEAI Statement:** Laumeier Sculpture Park strives to serve as a welcoming place for diverse social engagement, free from discrimination and prejudice. Our commitment to diversity includes the active embrace of the broadest possible representation of our community, regardless of race, ethnicity, cultural experiences, gender identity and expression, sexual orientation, age, socio-economic status, physical and mental ability, education, and religion.

**Application Instructions**

Interested candidates should email a cover letter and resume to HR@laumeier.org with the subject line MARKETING MANAGER. Please do not send additional supporting materials until they are requested.

Only applicants who move forward in the process will be contacted. We ask for understanding and patience. Please do not contact any staff members to check on the status of your application, and absolutely no phone calls.

**Search + Timing**

The first round of interviews will be held on Zoom. Finalists will interview in person if possible.

Position open until filled. Desired start date: As soon as possible, with flexibility to accommodate the hire’s availability.

Laumeier is an equal opportunity employer, committed to diversity, equity, inclusion, and anti-racism. Candidates of diverse backgrounds are strongly encouraged to apply.

*Posted 7/20/23*