Targeted Starting Salary: $60,000 - $85,000/yr
Application period for vacancy: Open until filled

Marketing Director

The Northwest African American Museum (NAAM) is a regionally prestigious institution that deeply matters to people as a remarkable, visionary, and relevant space where we open minds and change lives through African American history, art, and culture. Since opening in 2008, hundreds of thousands of visitors have come to the museum to view our permanent and rotating exhibitions, participate in dynamic public programs, or take part in private events. Located within Seattle’s Central District, NAAM is a premier African American museum in the Pacific Northwest region. Our institutional values are:

- RESPECT: We value mutual respect in all our interactions.
- DIVERSITY: We value creating a safe place for bold and meaningful exploration of diverse viewpoints with—and within communities of African descent.
- LEARNING: We value education and learning as powerful lifelong tools for engagement, growth, and vitality, and we seek to infuse learning opportunities in all museum activities.
- PARTNERSHIP: We value working in partnership with others to foster exchange with the community.
- EXCELLENCE: We value the highest professional museum practices and standards of excellence.
- INCLUSION: We value multigenerational and multicultural inclusion and provide an accessible experience.

We are seeking a dynamic, creative, and experienced professional to manage marketing, public relations, communications, and media relations, as well as collaboratively support museum operations. Qualified candidates will have demonstrated success in marketing strategies and a commitment to public engagement, strong interpersonal communications, and leadership skills. This professional is an enthusiastic advocate for the Museum. The Marketing Director reports to the Museum’s President & CEO.
What you will do as the Marketing Director:

**Marketing**
- Lead general marketing for all museum programs, exhibitions, and events
- Produce and coordinate all marketing materials
- Provide leadership in developing, managing, and conveying the museum’s identity and mission through multimedia channels
- Lead the marketing vision of the museum that all marketing is organized, intentional, effective, and sustainable
- Develop and manage internal style guides, publication tools, and branding
- Create, gather, and edit the content for publications
- Lead the online and traditional media strategies (messaging, implementation, and analysis)

**Public Relations**
- Serve as a leading spokesperson to the media and broader community about the museum, along with the President & CEO
- Promote the museum’s collection, programs, activities, exhibitions, and facilities to local, national, and international media
- Maintain positive relations with media and directs the positive brand of the museum
- Build ongoing public interest and support for the museum
- Communicate with the museum’s external audiences, along with the President & CEO
- Oversee the execution of the museum’s marketing and communications initiatives to drive public engagement
- Maintain and improve media contacts and outreach functions
- Respond to press inquiries, arrange interviews, develop story lines and articles
- Develop and coordinate ongoing publicity and media relations strategy to present a positive, professional, and consistent image to museum stakeholders, the industry and the general public

**Communications**
- Oversee the museum’s brand and messaging, and internal and external communication strategies
- Lead copywriting for press releases, marketing materials, graphics, and other forms of media outreach
- Facilitate audience and visitor growth in support of the museum’s mission and goals by managing all outgoing and incoming communication
- Provide all content and project management for all museum publications to ensure a smooth transition to print or exhibition of this information

**Social Media & Website**
Thoughtfully position the museum as an active participant in all relevant social media platforms by facilitating the museum’s social media platforms

Manage the museum’s website content and technical operations

**Audience and Institutional Research**

- Track attendance metrics and data, evaluates visitor satisfaction and trends
- Provide data-driven leadership to improve museum outcomes

**Creative and Graphic Design**

- Guide the creative development aspects involved across campaigns, including visuals, museum commercials and multimedia projects
- Guide and support videography and photography work of the museum
- Produce high quality graphic designs, flyers, and marketing/media content for the museum

**Museum Operations**

- Work collaboratively with the Operations Director and Department to support Front of House operations and promote the facility rentals program.

**What You Bring:**

- Bachelor’s degree from an accredited institution in a relevant field of study; preference will be given to candidates with a Master’s degree
- Demonstrated written, oral, interpersonal, and communication skills (including editing ability), Strong computer skills with MS Office Suite, Google and other software systems
- Exceptional organizational skills, with the ability to meet deadlines and manage multiple projects simultaneously
- Experience with managing staff, volunteers, and educational projects
- Available to work evenings and weekends
- Seven years’ experience in a related field
- Demonstrated knowledge in planning and conducting marketing and communications campaigns
- Demonstrated knowledge of brand management
- Must be able to work effectively with a wide range of constituencies in a diverse community
- A deep knowledge, passion, and appreciation for African American history and culture
- A demonstrated commitment to accuracy and attention to detail
- Strong ability to be creative and think critically
- Self-starter with strong organizational skills
- Ability to multitask and meet deadlines
What we offer:

NAAM offers a generous benefits package for you to thrive

- Company paid health, vision, and dental
- Relocation reimbursement (if applicable)
- A variety of paid vacation, personal, and holiday days
- A flexible work schedule and remote work with approval
- Working with a diverse and inclusive community of belonging, where you are empowered to bring your ideas to the table and act
- Full support to expand your skills, enhance your expertise, and maximize your potential along your career journey

If this sounds like you, please apply online at HR@naamnw.org. Please include title of job applying for, cover letter, and resume. We look forward to hearing from you.

Equal Opportunity Employer

The Northwest African American Museum provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.