



Job Title: Director of Marketing and Special Events

Description: The Director of Marketing and Special Events develops and oversees the implementation of the Museum's marketing and communications efforts (digital, social media, paid and earned media), Visitor Services, and all non-programming related Museum events including the Virginia MOCA Boardwalk Art Show. Leading a team consisting of four full-time staff members – Digital Marketing Coordinator, Marketing and Events Coordinator, Visitor Services Coordinator, and Visitor Services Associate as well as a PT Visitor Services Associate and several contractors including graphic design, public relations and BWAS management on an as-needed basis. The Director of Marketing and Special Events is responsible for delivering a cohesive and effective plan that drives awareness, engagement, attendance, and revenue reinforcing brand positioning and uniqueness throughout. Reporting to the Director & CEO, the Director of Marketing and Special Events is an integral member of Museum senior leadership and works collaboratively with senior staff to develop and implement strategic initiatives, provide counsel, and evaluate effective outcomes.

Type: Salaried

Classification: Exempt

Compensation: \$70,000, commensurate with experience

Hours/Schedule:

- Monday–Friday
- Occasional weekend and evening work
- Host or staff museum events on occasion as needed

Travel:

- Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

Department: Marketing and Special Events

Reports To: Director & CEO

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- Supervises:**
- Digital Marketing Coordinator (FT)
 - Marketing and Events Coordinator (FT)
 - Boardwalk Art Show Director (Contract)
 - Visitor Services Coordinator (FT)
 - Visitor Services Rep (FT)
 - Visitor Services Rep (PT)
 - Public Relations Contractor
 - Graphic Design Contractor
 - Copy Editor Contractor
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Education Level: Bachelor's Degree

- Years of Experience:**
- Eight or more (8+) years of related marketing/communications experience (experience within the cultural sector preferred)
 - Five (5) years of progressive management experience
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- Licenses/ Certifications:**
- Valid driver's license
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- Responsibilities / Duties:**
- Works with the Director and senior staff to identify and develop a comprehensive, cross-platform marketing, communications, and events strategy that will grow awareness, engagement, attendance, revenue, and stature.
 - Develops and implements operational marketing and events plan and budget.
 - Steers the editorial direction, design, production and placement of Museum media and advertising.
 - Oversees the creation and delivery of press releases, publications, advertisements, development cases and decks, and other marketing materials.
 - Working closely with Exhibitions and Education, oversees the overall look and feel and editorial calendar of the website and other digital marketing efforts, including social media.
 - Devises alternative and innovative online approaches to marketing, including web-based promotions, social media outreach, and relational marketing.
 - Lead strategies to measure, interpret, and report on results of strategic communications strategies and initiatives.
 - Establishes and monitors staff performance and develops goals, assigns accountabilities, sets objectives, establishes priorities, conducts annual performance appraisals, and administers salary adjustments.
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- Requirements / Skills:**
- Strategic thinker with proven ability to develop and implement impactful marketing strategies that materially move organizations forward.
 - Knowledge of contemporary art and art museums.
 - Facility with data gathering and interpretation, with ability and confidence to present relevant information effectively.
 - Nimble, flexible, and solutions-oriented with the ability to quickly and accurately assess priorities. Able to work effectively in a fast-paced non-profit environment, use independent judgment, and produce quality work in tight timeframes.
 - Team player with demonstrated ability to contribute as part of a strong and collaborative senior leadership team. Proven ability to enlist and motivate peers, board members, and community members.
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- Excellent project management skills and ability to plan and organize multiple projects simultaneously and on budget.
 - Demonstrated skills, knowledge, and experience in the design and execution of marketing, communications, and public relations activities. Excellent verbal, writing and editing skills.
 - Demonstrated experience managing staff, volunteers, and interns.
 - Highly organized and detail oriented.
 - Thorough knowledge of Microsoft Office (Word, Outlook, Excel, Publisher, and PowerPoint).
 - Familiarity with the Adobe Suite.
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Education Requirements (Field of Study):

- Bachelor's Degree in Communications, Marketing, Public Relations, Business Administration, or a related field; or equivalent combination of education and experience
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Physical Demands:

- While performing the duties of this job, the employee is regularly required to talk and hear.
 - The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
 - Requires the ability to occasionally lift office products and supplies up to 20 pounds.
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Work Conditions:

- This job provides flexible work arrangements per museum policy – Monday and/or Friday work from home as workflow allows.
 - This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.
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Virginia MOCA strives for an inclusive work environment and actively embraces a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups to apply.

To apply: Interested parties should send a resume and cover letter to careers@virginiamoca.org. The position will remain open until filled.