

Director of Marketing



Summary: Works with the President/CEO, Executive Director, MCM board, staff and volunteers to creatively develop, promote and disseminate the museum's mission-based and attraction-based messages to statewide, regional and national audiences as well as to communities and key partners throughout Mississippi to increase the impact and influence of the Mississippi Children's Museum (MCM). This is a full-time position.

Principal Accountabilities:

- Responsible for conducting and overseeing a full range of marketing activities for internal and external audiences including promoting a positive public image for all aspects of the Mississippi Children's Museum and MCM Meridian
- Oversees the creation and implementation of a strategic marketing and communications strategy to increase awareness, visitation, attendance, membership, revenue, and philanthropic support
- Oversees and trains staff working in the marketing department
- Manages budget and financial activities for the marketing department
- Serves in a leadership role for strategic planning goals associated with MCM and MCM-Meridian

Public Relations: 20%

- Plans, manages, and evaluates company-wide communication strategies to ensure effective communication to the community
- Manages public relations strategies, including press conferences, media advisories, calendar announcements, digital and printed communications, website, and social media content, to ensure consistency and accuracy
- Content development, public relations strategies, and campaign development for statewide initiatives and programs
- Pursues speaking engagements to promote MCM's mission and attractions
- Ensures that the museum's message reaches diverse target audiences
- Represents MCM for the LeFleur Museum District, Metro Jackson Attractions Association, and other community groups

Media Relations: 10%

- Manages all media relations efforts to obtain optimum media coverage
- Responsible for informing the media of up-coming events and new opportunities
- Develops and maintains a comprehensive and up-to-date media and community partner list to receive communications from the museum
- Manages media interactions at museum events
- Pursues radio and television community shows to promote MCM's mission and attraction-based events

Advertising: 20%

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Updated: 7/25/24

- Leads the development and implementation of special advertising promotions
- Manages local and out-of-market advertising budget
 - Updates budget and manages changes to the budget throughout the year
- Develops and maintains a comprehensive and up-to-date list of media outlets and rate-cards for local and out-of-market advertising opportunities
- Oversees Visit Jackson's Marketing grants including completing the application and all associated record keeping for reimbursement
- Serves as point-of-contact for all account executives for media outlets
- Negotiates best price for each placement
- Ensures the museum's image and brand is representative of the diverse audiences we serve
- Maintains records of MCM's press, publications, printed materials, and advertising

Writing & Editing: 20%

- Serves as managing writer and editor of all museum publications
 - Writes, edits, and reviews content for external and internal communications
 - Collaborates with other departments to generate story ideas, solicits interview participation, and creates publication content
- Develops, writes, and contributes related articles to family and educational publications
- Assists Development Department in the creation of sponsorship proposals and ROI reports
- Collaborates with Education staff to produce internal and external resources that will guide the direction of the museum's exhibits, programs, and services
- Develops and deploys high quality messages about the museum's mission-based and attraction-based work

Management: 30%

- Manages graphic designers and Assistant Director of Marketing, as well as coordinate with MCM Meridian's Assistant Director of Marketing
- Attends directors, staff, and team meetings as needed
- Plans marketing budget, monitor expenses, and submit invoices
- Assumes leadership role in planning collaborative events such as Mississippi Science Fest, Week of Wonder, Park After Dark, and LeFleur's Bluff Education and Tourism Complex events

Qualifications and Competencies:

- Bachelor's degree is required. Two years of successful demonstrated management or leadership experience, museum or cultural attraction preferred, advertising or PR agency preferred
- A commitment to informal education and experiential-learning
- Willingness to travel, occasional weekend and after-hours event attendance expected
- Excellent organization and communication skills within department and organization
- Proven ability to provide outstanding customer service in fast-paced setting and act quickly in a challenging situation
- Proven ability as an enthusiastic team leader and mentor committed to staff learning and development
- Proven ability to initiate and follow-through on projects independently
- Proven ability to work with diverse public

Hours of Work:

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- Monday through Friday, 8:30 AM to 5:00 PM, Weekends and after-hours for special events, as needed.

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