JOB POSTING

Position: Director of Marketing and Communications
Reports to: Executive Director
Department: Marketing and Communications
Position Type: Full-Time, Salaried, Exempt
Salary Range: $70,000 - $82,000 annually
Benefits: Eligible

Summary of Position
Tacoma Art Museum is seeking a creative, energetic person to manage the museum’s Marketing and Communications Department. The Director of Marketing and Communications will be responsible for planning, developing, and implementing integrated marketing and public relations plans for all exhibitions, educational programs, events, community initiatives, and other outreach efforts to increase the museum’s visibility and attendance.

Duties also include developing strategies to deepen the museum’s audience through a variety of traditional, social, and guerilla marketing, managing the Marketing and Communications Department, coordinating with other departments within the museum, community relations, and budget management. The position reports to the museum’s Executive Director and is an active member of the senior leadership team.

Responsibilities
- Create, implement, and oversee strategies and timelines for marketing, communications, advertising, media buying, and public relations.
- Develop relationships with vendors, sponsors, advertisers, and community contacts in order to maximize marketing dollars.
- Oversee the production of and approve all marketing and communications materials.
- Work collaboratively with and manage Marketing and Communications staff to meet goals and execute strategies.
- Develop, manage, and oversee marketing and communications budget and staff.
- Execute project requests and design content for internal departments. Coordinate with other department directors and Executive Director to ensure all marketing and communications needs are being met.
- Provide weekly, monthly and annual marketing and communications reports. Oversee the compilation, analysis and evaluation of market data.
- Represent the Marketing and Communications department at organizational meetings.
- Conduct market research to determine best use of marketing resources.
- Develop and implement marketing plans and projects for new and existing exhibitions, programs, events, and community initiatives.
- Measure, review, and report on the progress of marketing and communications plans and projects.
- Utilize a variety of marketing tools including traditional media, social media, and guerilla marketing.
- Collaborate on promotional strategies with neighboring museums to promote Tacoma’s Museum District.
Perform other duties as assigned.

Qualifications

- 5 years of related marketing and communications experience or bachelor’s degree in Marketing, Business, Communications, Public Relations.
- Working knowledge of Microsoft Outlook, Word, Excel, Access; Adobe Photoshop, and social media tools.
- Commitment to a team approach.
- Excellent communication skills, both written and verbal under time constraints.
- Ability to develop and implement an integrated marketing and communications plan.
- Excellent project management and decision-making skills.
- Excellent interpersonal skills; individual must be personable and diplomatic in working with diverse constituency and staff.
- Proven experience using best practices in marketing (including related technology), public relations, social media, graphic design, internet marketing, and printing industry.
- Budget development and monitoring experience.
- Proven management/supervisory experience.
- Knowledge of regional and national marketing trends for arts organizations/museums as well as internet/website management.

Travel, Working Conditions, and Physical Environment
This position is subject to indoor environmental conditions typical to a professional office setting. The essential physical requirements of this position include:

- Continuously exchanges information through listening and talking with funders, staff, volunteers and individuals in the community;
- Frequently stands, walks, sits, and climbs in performing duties and in traveling to off-site meetings;
- Frequently reaches and grasps in using telephones, computers and in general operations;
- Frequently lifts and carries up to 5 lbs. of paperwork, files, and materials; occasionally lifts and carries up to 20 lbs. of event materials;
- Frequently to occasionally perform close work while updating files, reading program information and using computer;
- Local day travel, less than 25% of work hours.

To Apply

- Please email a succinct cover letter and resume to HR@TacomaArtMuseum.org.
- Include “Marketing Director: First Name Last Name” in subject line.
- No phone inquiries, please.

Resume review will begin immediately. Position is open until filled.

Tacoma Art Museum is an Equal Opportunity Employer

Tacoma Art Museum strongly encourages applicants from members of groups underrepresented in careers related to museums and the visual arts.

About Tacoma Art Museum
Tacoma Art Museum is a public-spirited institution that champions a dynamic and complex approach to exhibitions. The museum’s passionate staff are driven by the mission of connecting people through art, empowering visitors to create meaning with artworks through innovative interpretive and programming strategies. Named by USA Today as one of the “Top 10 Great Places to See Art in Smaller
Cities," the museum has developed a reputation for presenting art in a thought-provoking yet accessible manner with a strong commitment to Northwest art.

Founded in 1935, TAM has strong roots in the community. Along with five other nearby museums and neighboring University of Washington at Tacoma, TAM anchors Tacoma’s lively downtown core.

About Tacoma
Located in the beautiful Pacific Northwest, Tacoma is known as the City of Destiny, a city that has always marched to the beat of its own drum. Close enough to Seattle to take advantage of everything a major metropolis offers, Tacoma is its own distinctly unique and actively engaged community with a clear love of the arts.

Diverse individuals and families continue to invest in Tacoma for its charming historic neighborhoods, schools, parks, waterfront, and amenities. You’ll find the beaches and forests of Puget Sound ideal to bike, run, hike, and paddle – including the nearby Mount Rainier. In addition to sports, theater and other cultural offerings, Tacoma is home to a growing restaurant and pub scene that’s made national press. The thriving Tacoma Museum District lines the downtown core and showcases some of the nation’s best collections. Tacoma is a great place to call home.