The Mattatuck Museum, Waterbury, CT

JOB TITLE: Director of Marketing & Media
REPORTS TO: Chief Experience Officer
FLSA STATUS: Full-Time, Salary, Exempt
RATE OF PAY: $38,000-$45,000 commensurate with experience.

The Mattatuck Museum is known for engaging its community in an understanding of the past and providing vision and leadership for the future through its exhibitions, programs and collections of national significance. These initiatives interpret the history of the greater Waterbury region and American art from the Colonial period to the present.

The Director of Marketing & Media develops and executes the promotional needs of the Museum. They possess organizational and critical thinking skills, work well with Museum staff and the general public, and efficiently accomplish multiple duties and tasks successfully within deadlines.

Key Responsibilities:

- Plan, manage, and execute the Museum’s $75,000 annual marketing budget;
- Oversee Museum branding for continuity and messaging across departments;
- Supervise the Marketing Associate (part-time position) who is responsible for the creation of in-house digital & video content and website updates;
- Create and implement exhibition, program, and event-specific marketing strategies for targeted campaigns;
- Design and distribute promotional materials and mailers (including but not limited to program & exhibition brochures, flyers, print & digital ads, and postcards);
- Design exhibition graphics and materials including exhibit text panels, promotional banners, and large-scale vinyls;
- Create and implement a comprehensive social media schedule including content for exhibitions, membership, programs, and events on multiple platforms (Facebook, Twitter, Instagram, etc.);
- Organize content and create weekly E-news correspondences for distribution and manage subscriber lists;
- Assist with the promotion of public programs, exhibitions, membership, and special events;
- Work with various departments to develop ideas and to draft, proofread, and send media releases;
- Manage long-lead projects for editorial coverage in magazines and other print publications;
- Research and build audience lists to aid in promotion;
- Build relationships with media contacts to aid in consistent promotion of exhibitions, programs, and special events;
- Work with visitor services, education, and development on tracking systems to evaluate marketing results;
- Negotiate and manage annual vendor contracts;
- Other duties as assigned.

Qualifications and Skills Preferred:

- Bachelor’s degree in appropriate area of specialization preferred (communications, advertising, journalism, or graphic design) with 3+ years of relevant work experience;
- 3+ years of graphic design experience using the Adobe Creative Suite (InDesign, Photoshop, and Illustrator among others);
- Excellent interpersonal skills and the ability to work effectively with diverse constituents, combined with a team player approach;
- Ability to demonstrate problem-solving, organizational, and time management skills with attention to detail;
- Work independently and perform multiple tasks simultaneously;
- Excellent oral and written communication skills (Spanish language skills a plus);
• Ability to work a flexible schedule, including evenings, weekends, and holidays as required
• The character to be punctual and reliable;
• Managerial experience preferred;
• Computer proficient with a working knowledge of the Microsoft Suite (Word, Excel, Outlook, PowerPoint), social media sites, email marketing tools; databases (the Museum uses the Altru system), and Point of Sales system preferred.

Members of the management team are expected to devote a significant amount of time and energy to the successful fulfillment of their responsibilities. The Director of Marketing & Media must be prepared to work evenings and weekend hours, in addition to fulfilling the obligations of a routine workday. Occasional travel for work both within and beyond the region may also be required. Position contingent upon a satisfactory background check.

The Museum offers a full benefits package including vacation, holidays, health/dental insurance, and 403(b) plan, as well as support for professional development to qualified employees.

To apply, please send current resume, cover letter, and 3 professional references to: DIRECTOR OF MARKETING & MEDIA SEARCH, Attn: Janice Shambor, Finance Manager, Mattatuck Museum, 63 Prospect Street, Waterbury, CT 06702 or via email to janice@mattmuseum.org.

Documents should be sent as attachments using Microsoft Word or PDF format and should not exceed five (5) megabytes. No phone calls please. Only those selected for an interview will be contacted. The Mattatuck Museum is an Equal Opportunity Employer. As such, we are interested in candidates who are committed to high standards of scholarship, performance and professionalism, as well as to the development of a climate that supports equality and diversity.