

MID-HUDSON CHILDREN'S MUSEUM

Position Announcement

Posting date: April 18, 2018

Director of Campaign Communications and Marketing. Mid-Hudson Children's Museum, in Poughkeepsie, NY, seeks an individual with experience in development communications and marketing to join its team as it prepares for a major capital campaign and museum expansion.

The Director of Campaign Communications and Marketing is the primary steward of projects and initiatives to grow and sustain donor, stakeholder and public engagement with the Mid-Hudson Children's Museum through the development and implementation of effective communication and marketing plans, activities and materials across a variety of traditional and digital platforms. The Director of Campaign Communications and Marketing is part of the Museum's core fundraising infrastructure that supports the organization's resource development efforts.

PLEASE NOTE: This is a full-time (37.5 hours/week) exempt position that includes Mid-Hudson Children's Museum benefits.

APPLICATION INSTRUCTIONS

Director of Campaign Communications and Marketing

We welcome your application for the position of Director of Campaign Communications and Marketing at the Mid-Hudson Children's Museum.

Please review the position description and include the following 4 items with your application:

- Cover letter
- Resume
- 1-page bullet-list summary that explains how your previous experience supports each of the duties and responsibilities listed in the position description
- List of 3-4 references. Please provide the affiliation, day and evening phone numbers, mailing address, and email address for your references. (*Do not send letters of reference – we will contact references directly.*)

Please e-mail your application as an attached Word or pdf file to jobs@mhcm.org by May 30, 2018. Incomplete applications will not be considered.

We will confirm receipt of your application and will be in contact with you if we would like to speak with you about your candidacy. We anticipate a start date of early July 2018.

Thank you for your interest in the Mid-Hudson Children's Museum. We look forward to reviewing your application.

The Mid-Hudson Children's Museum is an Equal Employment Opportunity Employer

**MID-HUDSON CHILDREN'S MUSEUM
POSITION DESCRIPTION**

Director of Campaign Communications and Marketing

TITLE OF SUPERVISOR: Executive Director

MAIN FUNCTION

The Director of Campaign Communications and Marketing is the primary steward of projects and initiatives to grow and sustain donor, stakeholder and public engagement with the Mid-Hudson Children's Museum through the development and implementation of effective communication and marketing plans, activities and materials across a variety of traditional and digital platforms. The Director of Campaign Communications and Marketing is part of the Museum's core fundraising infrastructure that supports the organization's resource development efforts. This position works in close collaboration with the executive director and senior leadership team to coordinate communications for all fundraising, media and marketing campaigns of the Museum.

DUTIES AND RESPONSIBILITIES

Communications (60%)

Planning and Messaging. Identifies, manages, and articulates communication strategies and needs to support development campaigns and donor, member and public engagement efforts. Conceptualizes, creates and disseminates dynamic content for MHCM publications, including quarterly print newsletters, monthly electronic newsletter, and annual reports.

Message Integration. Ensures that priorities of donor engagement and stewardship are reflected into overall marketing and communications plans.

Creation of Campaign Materials. Oversees content development, design and production of fundraising materials, promotional pieces, special events materials and stewardship pieces.

Digital Communications. Has primary responsibility for updating content for MHCM website. Maintains MHCM social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn). Monitors and manages online review platforms (Google, Yelp, Trip Advisor).

Direct Marketing (20%)

Market Research. Coordinates surveys and conducts market research to inform the development of targeted promotional activities.

Production of Marketing Materials. Updates and distributes brochures, membership materials, fliers, signage, banners, billboards, and other printed materials for distribution and/or display.

Advertising. Works within advertising budget to develop ads and place ads with appropriate advertising outlets.

Joint Promotion. Collaborates with regional partners in joint promotional efforts. Coordinates and produces ads for special events.

Media Relations (20%)

Press Releases. Writes, edits and coordinates regular press releases, donor features, and/or PSAs to publicize museum news, campaigns, exhibitions, programs, and special events to reach target audiences.

Traditional Media. Cultivates and supports relationships with traditional news/media outlets (newspapers, television and radio). Creates media kits and hosts press conferences to promote select museum initiatives.

Social Media. Develops, implements and updates a comprehensive social media strategy. Identifies ways for the Mid-Hudson Children's Museum to be on the leading edge of social media technologies and applications.

Events Calendar. Maintains the museum's monthly calendar of events and distributes it to appropriate community calendars.

EXPERIENCE AND SKILLS REQUIREMENTS

Passion for the Mid-Hudson Children's Museum, its mission and vision, as well as for serving and engaging with diverse communities and cultures.

Bachelor's degree with 5+ years of job-related experience in donor-relations, development communications or related field, or equivalent combination of education and experience.

Excellent writing and editing skills essential; must understand and be comfortable in crafting donor-centric messages. Must be able to adapt style and to write to a variety of audiences. Skill in developing publication design and layout highly desirable.

Proven ability to research, write, and edit development and stewardship materials.

Excellent computer skills and tech savvy required:

- Microsoft Office, web research, email and calendar software
- Graphic and web skills (InDesign, Photoshop, WordPress, Constant Contact)
- Fluency in social media use and technologies

Experience working in a non-profit organization and/or museum strongly preferred, especially in areas of fundraising communications, brand management, advertising, and market research and analytics. Experience in capital campaigns is highly desirable.

Effective and diplomatic interpersonal communication skills required; proactive and forthcoming with ideas and suggestions.

Must be able to take/seek direction and receive feedback, but also show initiative and be able to work independently.

Must be able to meet tight deadlines and work on multiple projects simultaneously while managing competing priorities.

Must be an innovative strategic thinker around brand management and community relations, and show creativity, flexibility and willingness to learn new things.

Excellent judgment, maturity, ability to prioritize work, to make sound decisions, and to appropriately handle confidential information required.

Must be able to provide legendary customer service by being responsive, friendly, and helpful to Mid-Hudson Children's Museum staff, members, the general public, colleagues and the media.

WORKING CONDITIONS

Congenial but fast-paced non-profit office/museum environment. Attendance at periodic evening and weekend meetings and events is required to fulfill job responsibilities.

TIME COMMITMENT AND BENEFITS

Full time (37.5 hours/week) exempt position, with full Mid-Hudson Children's Museum benefits.

The Mid-Hudson Children's Museum is an Equal Opportunity Employer