RMSC
(Rochester Museum & Science Center)

JOB POSTING

Job Title: Director of Marketing & Communications
Department: Marketing & Communications
Direct Supervisor Title: President & CEO
Location: Rochester Campus
FLSA Status: Exempt
Full-time/Part-time: Full-time
Salary range: $55,000 - 60,000
Date Prepared/Revised: 6.20.2022

JOB SUMMARY

The RMSC (Rochester Museum & Science Center) includes the Museum & Science Center, Strasenburgh Planetarium, and the Cumming Nature Center. This role serves the entire organization, including all three locations.

The Director of Marketing & Communications oversees the marketing department and leads the effort to promote the RMSC and all of its programs, activities, exhibitions, and facilities locally and regionally. They act as the lead brand ambassador, elevating the position of the RMSC within the Rochester region and aligning all brand activities internally to present a consistent brand identity. This role works closely with outside advertising and media partners to develop engaging, integrated campaigns that drive visitation and build brand awareness. The Director of Marketing & Communications is responsible for writing creative briefs, guiding campaign development, ensuring on-brand messaging and visuals and measuring the return on investment of various advertising methods.

The Director of Marketing & Communications creates the annual communications and marketing plan, informed by market data about values and habits of RMSC target visitor. The marketing plan must enhance the RMSC’s brand image; ensure ongoing public interest and support for the RMSC programming; maximize revenues through paid admissions, ticket sales, media sponsorships, and other sources; and sustain and expand the RMSC’s diverse audiences. The Director of Marketing & Communications is responsible for creating and managing the annual marketing budget that coincides with the marketing plan.
The Director of Marketing & Communications supervises and mentors the RMSC Communications Coordinator, may supervise interns, and works closely with team members throughout the entire organization to build a brand that exemplifies the RMSC’s mission and connects with the values of its visitor.

RESPONSIBILITIES

- Develops annual marketing strategy based on a strong understanding of the RMSC's primary audience, marketing trends, and past year’s performance and implements the marketing plan with the support of outside advertising partners and internal communications coordinator.

- Crafts campaigns to address the needs of specific audiences and develops media plans in partnership with outside agencies that integrate paid, earned, and owned channels to drive visitation to all three locations.

- Manages advertising and media partners, collaborating and strengthening relationships. Guides creative development for larger campaigns supporting featured exhibits and programs; writing creative briefs, reviewing creative, and ensuring on-brand messaging and visuals. Also handles one-off creative projects such as brochures or digital advertising for events.

- Works closely with advertising agency and other media partners to produce and deploy both digital and traditional media campaigns, which may include: social media ads (e.g., Facebook, Instagram, Tiktok); Google search campaigns; YouTube video ads; display networks and individual site placements; retargeting platforms; out of home placements; and broadcast/radio placements.

- Responsible for communicating campaign results internally to supervisor, leaderships team, and board committees.

- Oversees other partner relationships with outside vendors for advertising, media, print.

- Acts as lead brand ambassador for the RMSC, managing all brand touch points internally and externally to ensure consistency.

- Serves all RMSC departments to meet their marketing needs by creating marketing strategies for specific programs, audiences, and events.

- Represents the marketing department within the Leadership team, Operational team, and other committees as needed.
• Oversees internal social media management, web design/updates, email development, and PR efforts.

• Guides creation of a consistent user experience across digital platforms to support the in-person visitor experience.

• Leads the marketing department and hires, trains, and supervises the Communications Coordinator, providing mentorship to encourage ongoing improvement and growth. Manages marketing interns on an as-needed basis.

• Creates and manages marketing department budget and ensures appropriate use of funds. Oversees consistent performance reporting and analysis to determine the success of marketing efforts.

HOW THIS ROLE IS MEASURED
Responsible and accountable for driving visitation and engagement through integrated advertising campaigns, using paid, earned, and owned channels to promote RMSC programs, exhibitions, and other offerings across all three locations.

SUPERVISORY RESPONSIBILITIES
Supervises Communications Coordinator

QUALIFICATIONS
• Four-year Bachelor’s degree in marketing, business, communications, or comparable experience in the field, plus 5-8 years of experience working in marketing, communications, or advertising.
• Experience developing and implementing integrated marketing campaigns that drive results, including writing creative briefs grounded in competitive and customer data, key messaging, and project context
• Strong understanding of brand building and ability to act as a role model in maintaining the integrity of the brand
• Strong leadership skills and experience managing and motivating teams. Capable of managing and collaborating with outside partners, like advertising and media agencies
• Ability to influence and build consensus within cross-functional teams
• Deep understanding of digital and traditional advertising and familiarity with Google Analytics and Facebook Ads manager
• Robust knowledge of social media platforms including, Twitter, Facebook, LinkedIn, Instagram, YouTube, and Tiktok
• Experience developing and managing budgets to ensure appropriate use of funds.
- Strong organizational and project management skills with ability to manage multiple projects simultaneously and prioritize workload within a fast paced environment while meeting assigned deadlines
- Driven professional with a passion for leadership and initiative to source appropriate resources and tools with limited direction to accomplish projects.
- An excitement for driving growth of an important cultural institution
- Strong language, writing and grammar skills are necessary. Excellent proofreading skills are a must.
- Understanding of graphic design, file formats (eg: .png, .jpg, .mp4, etc), photo/video resolutions, web, television and radio formats is a plus
- Knowledge of website content management systems such as wordpress, mailchimp, or squarespace is a plus

Please submit your resume & cover letter to Sue MacDonald, Senior Director of Human Resources at smacdonald@rmsc.org

Deadline to apply: August 7, 2022

Due to the high volume of resumes we receive, no phone calls please.

This job posting reflects management’s assignment of essential functions and does not restrict management’s right to assign or reassign duties and responsibilities to this job at any time. RMSC is committed to creating a diverse environment and is proud to be an equal opportunity employer. This policy expressly prohibits discrimination based on sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, disability, genetic predisposition, gender identity or expression, carrier status, domestic violence victim status, veteran status, or status as a member of any other protected group or activity.