The Newark Museum of Art

Position Announcement

Position Title: Senior Marketing Manager
Department: Marketing
Reporting Relationship: Director of Marketing & Public Relations
Opening Date: October 16, 2020
Closing Date: October 30, 2020

Background: Founded in 1909, The Newark Museum of Art (“the Museum”) is one of the most influential museums in the United States and the largest art and education institution in New Jersey. Its extensive collections, which include art from around the world as well as significant holdings of science, technology and natural history, rank 12th in size nationally. The Museum is dedicated to artistic excellence, education and community engagement with an overarching commitment to broadening and diversifying arts participation.

The Museum’s renowned collections and interpretations have the power to educate, inspire and transform individuals of all ages. As our mission statement aptly states, “We welcome everyone with inclusive experiences that spark curiosity and foster community”. The Museum responds to the evolving needs and interests of the diverse audiences it serves by providing exhibitions, programming, a research library, partnerships and resources designed to enrich people’s lives. The Museum’s collections are presented on a seven-acre campus that encompasses the Ballantine House, a Victorian-era mansion—a National Historic Landmark, the Dreyfuss Memorial Garden, and Horizon Plaza. The Museum also features the Alice and Leonard Dreyfuss Planetarium as well as the MakerSPACE, a dedicated maker studio and exhibition space that offers interactive, hands-on activities for visitors all ages that integrate the arts with STEM learning.

Under the leadership of its Director/CEO, Linda C. Harrison, The Newark Museum of Art is poised for a chapter of transformation, exciting growth and development. This position is instrumental to raising awareness and audience engagement while supporting Membership and fundraising drives to support the goals of the institution.

Position Objective: The Senior Marketing Manager will be responsible for the Museum’s advertising and marketing strategy and execution, including email marketing, traditional and digital paid advertising, partnership development, and updating and enhancing the Museum’s website. This position will play a key role in engaging the public with the museum by developing strategies for marketing the entire Museum’s programming, including exhibitions, public programs, and science, education, and community engagement events. The Senior Marketing Manager will create and distribute regular reports to team members across the museum and use data to augment strategy to best achieve goals.

Specific Duties and Responsibilities:

- Manages the Museum’s advertising and marketing campaigns
- Consult with internal and external stakeholders on marketing campaign strategies
- External relationship management with media partners, vendors, agencies, and designers
- Management of multi-channel marketing campaigns
• Supports co-marketing initiatives with related nonprofits, cultural organizations, civic entities, tourism commissions, and corporate partners on a local, statewide, and regional basis. Supports initiatives to view the Museum as a state tourist attraction that will attract visitors throughout the state and region.
• Collaboration with internal colleagues, working closely and communicating with all departments.
• Ensure consistent branding across all marketing channels, including digital and print. Manage the Museum’s email communications through MailChimp, including content, proofreading and scheduling.
• Work closely with the team on social media advertising strategy and execution.
• Special projects and other duties as designated by the Director of Marketing & PR including the Museum’s Members publication.

Salary: $50,000 - $60,000 a year

Qualifications:

• Bachelor’s degree in marketing, communication, new media, museum studies, or a related field.
• 7 to 10+ years’ experience working in a marketing role.
• 3+ years of demonstrated progressive leadership experience.
• Extensive knowledge of current advertising and marketing landscape and trends.
• Proven ability to create efficient and effective marketing campaigns.
• Excellent knowledge of digital advertising and social media paid marketing.
• Knowledge of email marketing and experience working with databases.
• Proven ability to plan schedules, track progress, prioritize tasks, and meet deadlines across projects both large and small in scope.
• Expertise in the following core competencies: Working with people, delivering results and meeting expectations, learning and researching, creating and innovating, planning and organizing.
• Passion and curiosity for art museums, writing, current marketing trends, analytics, and community.
• Excellent verbal and written communication skills.
• Museum or cultural industry experience a plus, but is not required.

Physical Demands: The physical demands described here are representative of those that are to be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to use speech or hear; use hands for computer usage and occasionally move around in the Museum galleries.

If you are interested in a position at the Museum, please submit your resume and letter of interest to:

Humanresources@newarkmuseumart.org

Equal Opportunity Employer: The Newark Museum of Art does not discriminate against candidates based on race, age, gender, sexual orientation, physical disabilities or any other category protected by law in all employment decisions, including but not limited to recruitment, hiring, compensation, training, promotion, lay-off and termination, and all other terms and conditions of employment.