

WONDERLAB MUSEUM OF SCIENCE, HEALTH AND TECHNOLOGY

JOB DESCRIPTION

POSITION TITLE: **Marketing and Communications Director**

PURPOSE: The Marketing and Communications Director is responsible for developing and implementing an integrated marketing and communications plan to promote museum attendance, membership, educational programs, special events, facility rentals and institutional advancement. He/she oversees the museum's brand and development of all graphics, social media and web presence for all departments. The position requires a skilled communicator who is able to work effectively in traditional, online, social media and emerging technologies, all aimed at increasing public understanding of and support for WonderLab's mission and goals. He/she is a member of the museum's Senior Management Team, oversees the Marketing and Communications Department, and works with other senior staff to conduct and implement strategic planning efforts.

REPORTS TO: Executive Director

STATUS: Salaried (40 hours/week) with occasional weekend and evening hours (Fair Labor Standards Act category: "exempt").

SALARY: \$35,000 - \$40,000 annually, commensurate with experience

START DATE: February 2017

BENEFITS: Paid holidays and paid leave. Health, vision and dental insurance benefits are available. WonderLab also provides life insurance, long-term disability insurance, family museum membership and other benefits. Free WonderLab membership at dual or basic family level; 20% discount in gift store.

Key Responsibility Area: **Conduct Effective Marketing, Communications and Public Relations Efforts**

Specific Duties:

- Plan, implement and evaluate a comprehensive and coordinated marketing, communications and public relations program that promotes and builds brand awareness for WonderLab locally, regionally and state-wide.
- Plan and implement marketing strategies that result in increased museum attendance by members and non-members (including new and repeat visitation), increased earned and contributed revenues, and expanded visibility and recognition.
- Plan, implement and evaluate paid, trade and in-kind advertising.
- Plan, implement and evaluate media relations and external communications efforts, such as the donor/member newsletter and press releases.
- Serve as one of WonderLab's primary external representatives, e.g., to service clubs, public venues, local civic and professional groups, and at statewide functions.
- Work with Development Director to create a unified communications strategy to advance fundraising goals. This includes planning and producing donor stewardship and campaign materials, signage, mailing pieces, social media campaigns, and other efforts as needed.

Key Responsibility Area: **Oversee Museum Brand and Development of all Graphics, Print and Electronic Media and Web Presence for all Departments**

Specific Duties:

- Plan, produce, distribute and evaluate all printed materials, including internal and external signage, brochures and rack cards, donor/member newsletter, event posters and postcards, and annual report.
- Plan, implement, monitor, update and evaluate WonderLab's electronic marketing and communication efforts, including weekly e-newsletter, social media accounts (Facebook, Instagram, YouTube), internal electronic signage, online advertising, and museum website.
- Serve as museum's webmaster; manage and regularly update the overall look, feel and content of WonderLab's website.
- Ensure a consistent visual and written brand image and communication style for all museum functions.

Key Responsibility Area: Oversee and Administer the Marketing and Communications Department
Specific Duties:

- Supervise the marketing, graphics and multimedia team: recruit, interview, train, closely supervise/mentor and evaluate two interns each semester in the areas of marketing, graphics and multimedia.
- Supervise the Museum Visit and Events Manager, with the goal of maximizing museum revenue through rentals (birthday parties, weddings, work and family events, etc.), group visits (field trips, etc.), and after-hours events (After Dark, Family Science Night, etc.).
- Supervise Visitor Services Manager, ensuring consistent messaging and superior customer service with visitors' first point of contact. Coordinate distribution of informational brochures/rack cards and display of promotional signage.
- Supervise Gift Store Manger, coordinating marketing efforts to maximize gift store revenue. Collaborate on ways to increase gift store traffic and sales.
- Oversee the hiring, dismissal, training and management for all staff and interns in the Department.
- In consultation with other departments and staff, develop and maintain annual operating plan and budget for the Marketing and Communications Department that includes objectives, plans and specific activities, reflecting the goals and objectives in WonderLab's Strategic Plan. Assist other department heads in the development of annual marketing-related goals for their departments.
- Maintain archived records of marketing-related materials.
- Provide Executive Director with requested materials and information, for grants, Year in Review document, reports to Board of Directors, and budget projections.
- Manage annual vendor contracts related to marketing.

Key Responsibility Area: Internal Planning and Communications
Specific Duties:

- Ensure timely and effective communication between the Marketing Department and relevant departments/staff, electronically and through regular committee and staff meeting participation.
- Coordinate with the Development Director on institutional advancement strategy and related publications and communications activities.
- Coordinate with the Development Director and Membership Manager on membership program growth and retention, and ways to enhance member satisfaction.
- Coordinate with the Education Director on promotion of on-going and new public programs, including WonderCamp.
- Coordinate with the Executive Director and Exhibits Department on promotion of on-going and new exhibits and exhibitions.
- Work with the Senior Management Team on strategic planning.

Key Responsibility Area: Conduct Research to Inform WonderLab Operations and Planning
Specific Duties:

- Research public perception, general admission price point, demographics, competition, etc.
- Develop and conduct audience surveys to examine visitor experience, impact of WonderLab, and assess future needs.
- Maintain relationships at Indiana University's Kelley School of Business in order to utilize research services through student class projects.
- Remain familiar with changing marketing environment and emerging technologies, especially online media.

Key Responsibility Area: Other
Specific Duties:

- Work with Senior Management Team on emergency communications plans and official statements.
- Update the website, Facebook, phone message recording, and media of changes to museum hours due to weather or other emergencies.
- Comply with all administrative policies and procedures described in WonderLab Employee Handbook.

- Other duties as assigned.

RELATIONSHIPS

Internal: Maintain close and frequent communication with the Executive Director, members of the Senior Management Team, interns and assistants on the Marketing and Communications team, as well as other staff as appropriate for marketing efforts.

External: Maintain positive working relationship with media contacts, government and tourism officials, business leaders, community and marketing partners, and other constituencies.

QUALIFICATIONS

- Bachelor's degree or equivalent experience. Candidate must have a minimum of two years work experience in marketing, communications or public relations, with demonstrated skills, knowledge and experience. Experience with non-profit organizations preferred.
- Excellent verbal, written, presentation and listening communication skills. The individual should:
 - be a professional, enthusiastic, knowledgeable and engaging spokesperson, with an ability to communicate clearly and persuasively to a wide range of target audiences.
 - be a compelling writer and eagle-eye editor.
 - have demonstrated successful experience writing press releases, overseeing design/production of print materials, overseeing design/implementation of electronic messaging, and making public presentations.
 - have direct experience with branding a product or organization.
- Excellent organizational and planning abilities with close attention to detail and ability to meet specific timelines and goals.
- Commitment to a team approach. Experience coordinating, hiring, and supervising other members of a team, as well as working effectively with other members of a team to meet deadlines.
- Has demonstrated initiative, creativity, flexibility, resourcefulness, and personal responsibility.
- Technical Skills: Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Suite (InDesign, Illustrator, Photoshop), website design and management (experience with WordPress preferred), social media management and analytics.
- Proof of eligibility to work in the US.
- Valid driver's license.
- Three professional references.

The WonderLab Job Application Form is available on the WonderLab website at <http://wonderlab.org/about-wonderlab/job-opportunities/>. The form must be completed and submitted online, and must also include a cover letter and resume. The candidate is encouraged to submit selected supporting documents (by mail or email). Applicant must have three (3) professional letters of reference mailed directly by the references to the mailing address below or emailed by them to kjinnes@wonderlab.org.

WonderLab Museum of Science, Health and Technology
 Attn: Karen Jepson-Innes, Executive Director
 P.O. Box 996
 308 West 4th Street
 Bloomington, IN 47402

Position is open until filled. All employees are subject to a criminal background check, and employment is contingent on a satisfactory completion of this check prior to employment. WonderLab galleries, offices and grounds are smoke-free environments.

WonderLab is an Equal Opportunity Employer and will consider applicants for all positions without regard to race, color, religion, sex, national origin, ancestry, age, marital or veteran status, disability, sexual orientation, gender identity, number of dependents, or any other legally protected status. Reasonable accommodations for people with disabilities are available upon request.

Questions: Karen Jepson-Innes, kjinnes@wonderlab.org

Updated: January 11, 2017