



**Title:** Director of Marketing & Communications  
**Classification:** Full-time, Exempt  
**Department:** Marketing & Communications  
**Reports To:** President/CEO  
**Created:** January 2015  
**Revised:** June 2017

**Position Summary:** This position plans, develops and implements the Museum's institutional marketing, communications, and public relations activities. Directing the efforts of the Marketing & Communications Department includes oversight of advertising, branding, media relations, print materials, social media, and the Museum's website to ensure consistent messaging and increase visibility for the organization. This position serves on the management team and works with the President/CEO, COO, Director of Development, Trustees and other management staff to ensure its effective operation.

#### **Specific Responsibilities:**

- Brand the Museum as a credible, necessary, and relevant community institution with key target groups – the media, Museum members, the local Santa Barbara communities, potential donors, schools, tourists, government, and community organizations.
- Create, implement and measure the success of a comprehensive, integrated marketing/communications/public relations program that enhances the Museum and Sea Center's image and raises awareness of its value to the community.
- Manage the Museum's brand identity to ensure that it is used accurately and effectively.
  - Oversee and approve the visual "look" of Museum materials, including print, exhibit signs and labels, and web.
    - Work with divisions to maintain a defined set of design standards for the Museum.
    - Work with the Exhibits Committee to create a look and theme for seasonal shows including logos, promotional materials, advertisements, banners, etc.
- Develop and produce media opportunities through regular Museum representation on radio, print, digital and television.
  - Cultivate contacts within the media and professional groups, and manage the advertising process.
  - Ensure the Museum's interface with the media is professional, credible and consistent including: 100% accuracy on releases; all calls to the media returned as soon as possible; and continual contact throughout the year with all media representatives.
  - Overseeing the creation and distribution of press releases.
  - Cultivate, develop and produce public relations events with the assistance of the Special Events Manager.
  - Develop and manage the advertising schedule for the Museum. Oversee the development and distribution of materials and assets that promote the Museum, its activities, programs and campaigns.
  - Oversee the development and distribution of Museum print advertisements.
- Oversee the creation and production of promotional video and audio assets. Serve as Editor-in-Chief for the magazine, calendar and other periodic comprehensive publications to the members including establishing production schedule, working with staff to ensure their submissions are



written and produced in a timely manner, editing all material, proofing all galleys, and coordinating corrections or changes.

- Serve as editor in chief of the Museum's website
- Maintain strong community contacts and partnerships with related organizations.
  - Arrange speakers from the Museum for community organizations.
  - Attend relevant committee and professional meetings.
- Conduct relevant market research, monitor trends.
- Develop and track annual and project marketing & communications budget.
- Oversee photography/videography at Museum events and develop a library of images for promotional use.
- Oversee outside professional filming and photography of the Museum.
- Ensure Marketing Division representation on key Museum staff committees.
- Other duties as assigned.

#### **Essential Requirements:**

- Bachelor's Degree in Marketing, Public Relations, Communication, Business, or related field.
- Minimum of seven years of increasingly responsible marketing experience, including supervising staff and budgets, preferably in nonprofits environment. Excellent communication skills (verbal and written).
- Demonstrated success in planning and conducting major marketing, promotional, and public relations campaigns.
- Demonstrated project management skills
- Extensive knowledge of marketing and public relations methodologies.
- High level analytical, problem solving, and presentation skills.
- Strong interpersonal skills with the ability to develop good working relationships with the media.
- Ability to effectively supervisor and direct staff.
- Experience in using Microsoft Office programs.
- Nonprofit experience preferred.

#### **Work Environment:**

- General office environment with occasional work throughout the Museum's facilities (galleries, conference rooms, and exhibit halls) and outdoors.
- Significant computer and telephone work (repetitive movement - typing).
- Frequent sitting, standing, walking, bending, and climbing stairs with occasional lift of light loads (10 lbs.)

The incumbent must be able to perform each requirement of the position as outlined in the job description. **Essential Requirements** are representative and are essential for satisfactory job performance. The **Work Environment** characteristics are representative of those that may be encountered while on the job. The Museum will make reasonable accommodations to enable individuals with disabilities to perform the essential functions of the position.

#### **Employee**

I have read this position description and understand its contents.



\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

**Museum**

This position description accurately describes the critical and important duties assigned to this position.

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date