



# AMERICA'S CAR MUSEUM®

Now Seeking Candidates For The Following:

## MARKETING & EVENTS MANAGER

**REFERENCE JOB#:** W-2888

**CLOSES:** When Filled

**APPLICATION PROCESS:** See bottom of ad

AMERICA'S CAR MUSEUM is an Equal Opportunity Employer

---

<b>EFFECTIVE DATE:</b>	<u>12/31/15</u>	<b>COMPENSATION:</b>	<u>DOE &amp; Competitive</u>
<b>DIVISION:</b>	<u>Institutional Advancement</u>	<b>BENEFITS:</b>	<u>Eligible</u>
<b>DEPARTMENT:</b>	<u>Marketing &amp; Communications</u>	<b>DRIVING CLASS:</b>	<u>Required</u>
<b>FTE STATUS:</b>	<u>1.0 (Full-time)</u>	<b>FLSA CLASS:</b>	<u>Exempt</u>
<b>REPORTS TO:</b>	<u>VP for Institutional Advancement</u>	<b>SUPERVISES:</b>	<u>5 FTE's</u>

---

### GENERAL SUMMARY:

The Marketing & Events Manager oversees the Marketing and Communications Department and the Sales and Event Department of America's Car Museum (ACM). The Marketing & Events Manager facilitates all aspects of ACM's marketing and communications which includes planning, creative development, graphic design, and collaborating with strategic agencies to ensure consistent positioning, visual imagery, and tone of voice across all of the Museum's communications. This position also oversees the development, production, facilitation, execution, and outcomes of all Signature Events, group tour/visitation sales, and private events. The incumbent works in collaboration with, and under the general direction of, the Vice President of Institutional Advancement (IA) and supports all departments in achieving consistent, effective communications within established budget parameters.

This position requires the ability to utilize discretion to make decisions in support of the organization's objectives and departmental goals and the ability to work independently under minimal supervision and general instructions to fulfill the responsibilities described herein.

General areas of responsibility include, but are not limited to: Hiring, training, supervising, and leading all Marketing, Sales, and Events personnel; Advertising and copywriting, including oversight of graphic design, collateral creation, and publication coordination; Overseeing all digital communication and its integration into exhibitry; Providing interdepartmental marketing, communications, and key event support; Overseeing the development, execution, and outcomes of all Signature Events, private events, and group tours, including the creation and fulfillment of sales contracts and the establishment and maintenance of vendor relationships and vendor contracts; Ensuring and overseeing sponsorship fulfillment as related to Signature Events and rental credit; Overseeing the achievement of targeted sales and revenue goals and successful event outcomes; Performing and overseeing statistical analysis and creating reports; Creating, communicating, and enforcing Marketing, Sales, and Events related policies and procedures; Creating and marketing tourism offerings; Establishing competitive pricing structures for all events and group tours; Creating, implementing, and overseeing departmental budgets; and, Providing logistical support for IA promotional events and exclusive member preview exhibit openings.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

## **PRIMARY OBJECTIVES:**

1. Hire, train, and lead the Marketing, Sales, and Event team in a manner that promotes a high performance, customer-focused, team-oriented culture that empowers employees to meet the needs of internal and external stakeholders and attracts and engages diverse audiences;
2. Create and maintain a favorable public image for the Museum;
3. Oversee the development, execution, and outcomes of all private events, Signature Events, auto shows, and group tours to ensure that all are in line with budget and sales goals and that outcomes reflect professionally on the Museum and are in line with corporate objectives;
4. Establish and maintain marketing synergy through strategic alignment of all collateral, publications, newsletters, and e-blasts to ensure consistency in branding and that communications are accurate, timely, and appropriate for the target audience so as to maximize customer and stakeholder relationships and goodwill;
5. Engage key audiences through comprehensive integration of digital content through web, social, exhibitory, and Signature Events;
6. Establish a sustainable digital media strategy that encompasses all ACM departments and propels ACM to the forefront of social media platforms, promoting emerging trends and best practices in digital communications;

## **MAJOR RESPONSIBILITIES:**

1. Hiring, training, supervising, and leading the Marketing, Sales, and Event staff, providing a supportive environment that promotes creativity and excellence;
2. Serving as copywriter, guiding, directing, and overseeing all marketing, communications, advertising, and public relations endeavors to ensure consistent positioning, visual imagery, and tone of voice across all Museum departments and external communications;
3. Providing oversight for the development and execution of all Signature Events, private events, auto shows, and group tours and ensuring the achievement of targeted sales and revenue goals with successful event outcomes;
4. Providing marketing support for all departments and ensuring optimum communication between ACM departments regarding Signature Events, exhibit openings, Institutional Advancement (IA) promotional events, group tours, private events, and tourism activities;
5. Serving as the marketing liaison to Club Auto and the Hagerty Education Program at America's Car Museum;
6. Directing day to day activities with external marketing and communications agencies and contractors;
7. Creating and overseeing the creation of attraction promotions and functioning as a support agent regarding logistical planning for IA promotional events and exclusive member preview exhibit openings;

## **QUALIFICATIONS:**

The incumbent for this position must be at least 21 years of age and possess: A valid Driver License; A Bachelor's Degree in Business Administration with an emphasis in Marketing or a related Communications discipline (Other degrees may be considered based upon relevance); A minimum of two years' experience in advertising, public relations, project management, event planning, or a closely related field; An understanding and ability to navigate the creative process associated in developing marketing materials on multiple platforms; Experience hiring, training, and supervising staff; Budget management experience; and, A proficiency in the use of Word, Excel, PowerPoint.

### **Additionally, the incumbent must possess:**

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A proven track record of direct involvement in the development of creative products including shows and events, marketing campaigns, merchandising, or point of sale materials;
3. A solid proficiency in the English language with professional communication skills including written, oral, presentation, and interpersonal skills;
4. Knowledge of media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media;
5. Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems;
6. Solid critical thinking skills, including the skill to utilize logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, and approaches to public relations and marketing problems;
7. Proficient skills in the use of Word, Excel, Power Point, Outlook, and Web browsers;
8. An ability to coordinate between different projects and/or departments and agencies while remaining organized and solution focused;
9. The skills and ability to foster effective working relationships with volunteers, employees, departments, collateral contacts, and external agencies;
10. An understanding and ability to provide service excellence through product delivery, staff interactions, and consistency in all marketing and public relations functions;
11. The ability and commitment to remain sensitive and responsive to the diverse needs and cultural differences within the organizations employment, guest, and client population;
12. The ability to lift up to 30 lbs. as needed, stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, read and interpret manuals and instructions, and effectively communicate verbally, and in written format, with guests, employees, management, and external contacts regularly;
13. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
14. A track record of providing high levels of customer service;
15. The ability to drive personal and corporate vehicles for museum business purposes;
16. A proven ability prioritize competing tasks while meeting deadlines;
17. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
18. The ability to critically analyze and resolve quantitative, logistical and spatial problems;
19. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;

20. A willingness to maintain personal scheduling flexibility to cover special events, late evening events, and emergencies as the needs of a seven-day operation may require.

## **PREFERRED QUALIFICATIONS INCLUDE:**

1. A fundamental knowledge of the history of the automobile, brands, technologies and trends in the United States;
2. An in-depth understanding of Social Media strategies, tactics, trends, and technologies;
3. A working knowledge of photography, print production, and video production;
4. Large event and/or auction event management experience.

## **WORKING CONDITIONS:**

1. Work environment is primarily office exposure and may include some exposure to various work environments including: shop, commercial retail, commercial food, and outdoors settings;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners and various other chemicals;
4. Occasional exposure to dust, gases, and fumes.

## **RESPONSIBILITIES:**

### **MARKETING & PUBLIC RELATIONS:**

1. Develops and maintains ACM's corporate image and identity, clarifies ACM's point of view to its main audience through media releases and interviews, serves as an official representative of ACM with media representatives and journalists, responds to requests for information from the media or designates an appropriate spokesperson or information source, and tracks and archives all press releases and articles;
2. Ensures that advertising campaigns are compatible with the image ACM is trying to portray and evaluates advertising and promotional programs to determine whether they are compatible with the organization's public relations efforts;
3. Conducts Museum and visitation outreach for ACM and consults with the Guest Services Manager to arrange promotional campaigns;
4. Exchanges information in person, in writing, by telephone, and e-mail for the purposes of representing the organization and communicating with customers, the public, media, and other external and internal sources and assists all departments in effective communication with the public;
5. Coordinates and collaborates with all Museum departments to achieve consistency in all marketing and creative graphic design elements to ensure that all are in alignment with ACM's strategic goals and acts as counsel to internal stakeholders on appropriate tactics to accomplish departmental communication needs;
6. Communicates strategic and tactical initiatives to Cabinet and Board members as the internal spokesperson for marketing activities and reporting;
7. Edits and proofs all printed materials, event signage, press kit inserts, brochures, flyers, advertisements, etc., including managing the development of new brochures, invitations, Board report covers, flyers, banners and signs, tracks and orders all marketing and print collateral, and manages the distribution of collateral materials for maximum impact;
8. Serves as copywriter for OpenRoad and manages in-house production process including: coordinating with various departments to provide content, proofreading and editing content, and mailing process, including coordinating with Development to secure mailing list, sending to mail house for NCOA list check, coordinating postage transfer and quantities with printer, and managing print and mailing;

9. Performs and reviews research and statistical analysis regarding advertising effectiveness and industry trends and devises and evaluates methods and procedures for collecting data, such as surveys, opinion polls, questionnaires, or arranges to obtain existing data to help ACM determine position in the marketplace;
10. Oversees photography and data file management, including the tracking of photo copyright agreements and enforces as necessary;
11. Works with ACM sponsors and partners to create and communicate the breadth of the institution and relationship;
12. Ensures involvement and networking with the community and surrounding areas to promote ACM visitation.

#### **DIGITAL COMMUNICATIONS:**

1. Develops a strategic digital communications plan communicating the Museum's key messages, promotions, Signature Events, exhibitory, and educational programs and ensures full integration of ACM promotional campaigns;
2. Oversees content strategy and guides implementation across social media platforms (i.e. Facebook, Twitter, Instagram, YouTube, and Flickr) and works across organizational lines and ACM suppliers to identify and create content appropriate for the digital environment;
3. Drives content strategy for the monthly e-newsletter with appropriate images and messages, manages email marketing campaigns, and provides Development with email report (i.e. opt-outs, bounce backs etc.);
4. Manages the relationship with the ACM technical web agency, works with ACM leadership to identify and implement a long-term plan to keep the ACM website fresh, and develops and manages a formal process for website updates;
5. Develops Museum video for website and YouTube and provides b-roll for media, as needed;
6. Works closely with the ACM Curator of Exhibitory to identify and implement "digital layers" into the audience experience, including exhibits, way finding, and storage galleries.

#### **PRIVATE, PROMOTIONAL, SIGNATURE EVENTS AND GROUP TOURS:**

1. Oversees the planning, execution, and outcomes of all private events, Signature Events, group tours, and promotional events and ensures effective interdepartmental and external communications regarding events and tourism logistics and activity;
2. Develops and maintains the Museum's sales and events policies and procedures and ensures compliance;
3. Oversees the expansion of private event offerings and revenues, the building of repeat clientele through excellent customer service and outreach, the creation and fulfillment of sales contracts, the procurement of event clients, and event follow-up;
4. Collaborates with outside entities, including committees, to facilitate Signature Event objectives, oversees planning and execution of Signature Event plans, timelines, meetings, and debriefings, and provides day-of event supervision and the facilitation of Event Sponsor benefits;
5. Oversees vendor relations and community partnerships related to events and tourism, maintenance of a vendor list and preferred vendor annual contracts, the solicitation and the enlistment of vendors for events, and the facilitation of good vendor relations;
6. Attends viable trade shows to increase ACM's event space visibility and oversees promotional events targeting event planners and tourism organizations;
7. Establishes competitive pricing structures for all events and group tours;
8. Oversees Group Tour and visitation offerings and implementation and ensures that they are communicated and advertised;
9. Provides logistical support for IA promotional events and exhibit openings;

### **OVERALL OPERATIONS AND OVERSITE:**

1. Represents and promotes ACM's vision and mission;
2. Hires, trains, supervises, and leads all associated department staff;
3. Prepares and delivers annual strategic initiatives for the Marketing & Communications and Sales & Events Departments;
4. Facilitates regular department meetings and yearly staff reviews;
5. Works with other operational departments to ensure consistency of guest experience delivery throughout the Museum and collaborates to optimize the guest/client experience;
6. Works collaboratively with the department heads and managers to prioritize competing projects and events in order to facilitate desired outcomes;
7. Oversees the development of departmental budgets, reports, and financials and ensures departmental adherence to the approved budget and operational budget guidelines;
8. Reviews profit and loss statements and produces statistical reports;
9. Participates with management in the ongoing planning and programming of the Museum and aligns activities within the designated department's annual budget, including tactical plans, efficiency improvements, and new initiatives.

### **OTHER:**

1. Maintains a flexible schedule, able to work weekends and late nights, as needed;
  2. Drives personal vehicle for business purposes, when needed;
  3. Utilizes MS-Word and Excel to generate communications and reports;
  4. Utilizes MS-Outlook for email communications and scheduling;
  5. Participates in continuing educational opportunities for professional growth and development;
  6. Participates in on-call responsibilities in emergency situations;
  7. Maintains and reports statistical data, as needed or requested;
  8. Attends meetings, as needed or requested;
  9. Keeps Vice President of Institutional Advancement informed regarding significant successes and concerns or issues involving Marketing & Communications and Sales & Events Departments;
- Performs other duties as assigned.

### **APPLICATION PROCESS:**

**NOTE: All application materials must be received to be considered for this position.**

1. Cover letter (*include specific job reference # W-2888*)
2. Resume
3. Professional references contact numbers (*minimum of three*)
4. Salary History (*Must be incorporated into resume, email, or attachment*)

Email all application materials to [HR@AmericasCarMuseum.org](mailto:HR@AmericasCarMuseum.org) or fax to 253-779-8499.

**NOTE: All application materials must be received to be considered for this position.**