



MARKETING & COMMUNICATIONS MANAGER POSITION DESCRIPTION

EFFECTIVE DATE:	<u>December 19, 2013</u>	DEPARTMENT:	<u>Marketing</u>
FLSA CLASS:	<u>Administrative Exempt</u>	DRIVING CLASS:	<u>Required</u>
FTE STATUS:	<u>1.0 (Full-time)</u>		
REPORTS TO:	<u>Vice President of Institutional Advancement</u>		
SUPERVISES:	<u>Graphic Design Coordinator, Digital & Social Media Coordinator, Signature Events Coordinator</u>		

GENERAL SUMMARY:

The Marketing & Communications Manager facilitates all aspects of America's Automotive Trust's (AAT), and its member entities' 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 the Trust's communications. The position works directly with the Vice President of Institutional Advancement, and supports all entities and departments in achieving consistent, effective communications within established budget parameters. In addition, the position provides oversight of the development, production, facilitation, execution and outcomes of all Signature Events.

Major areas of oversight and responsibility include, but are not limited to: Graphic design and collateral creation; Advertising coordination; Publications coordination, including functioning as copywriter; Public Relations coordination; Providing interdepartmental marketing and communications support, including Signature Event management; Photography and data file management; Statistical Analysis and report creation; and oversight of all digital communication and exhibitory integration.

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.

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.

Printed Name

Signature

Initials

Date Received

PRIMARY OBJECTIVES:

1. Create and maintain a favorable public image for the Trust and its member entities.
2. Coordinate and collaborate with all entities to ensure consistency in all marketing materials and their alignment with AAT philosophy and market positioning.
3. Ensure all collateral, publications, newsletters, and e-blasts are consistent with the respective entities' branding and AAT style guide lines, and that communications are accurate, timely, and appropriate for the target audience.
4. Engage key audiences through comprehensive integration of digital content through web, social, exhibitory, and Signature Events Establish and maintain marketing synergy by strategic alignment of all product and corporate messages in a manner that maximizes customer and stakeholder relationships and goodwill.
5. Coordinate and collaborate with all entities to achieve consistency in all marketing and creative graphic design elements to ensure that all are in alignment with AAT's strategic goals and that each maximizes the Trust's attraction to the public, and generates goodwill.
6. Act as counsel to internal stakeholders on appropriate tactics to accomplish departmental communication needs.

MAJOR RESPONSIBILITIES:

Under the general direction of the Vice President of Institutional Advancement, the Marketing & Communications Manager will be responsible for:

1. Creating, and coordinating the creation of effective advertising that ensures consistency in message and alignment with the Trust's branding philosophy, and maximizes the Trust's member entities and event attraction to the public.
2. Coordinating with all member entities to ensure that all external communications are in strategic alignment with the Trust's marketing and public relations goals.
3. Managing the creation of all collateral all entities, and ancillary activities.
4. Overseeing of contracted graphic design services, ensuring consistency in branding and messaging in all products.
5. Providing marketing support for all entities.
6. Creating and overseeing the creation of attraction promotions in coordination with ACM's Guest Services Manager and AAT's Annual Giving & Membership Manager.
7. Performing research and statistical analysis regarding industry trends, advertising effectiveness, Measurement
8. Serving as copywriter and coordinating publications, including EnRoute, when appropriate.
9. Management of all E-blasts curation and tri-annual OpenRoad magazine.
10. Directing day to day activities with AAT external marketing and communications agencies and contractors
11. Establishing a sustainable digital media strategy that encompasses all entities
12. Serving as an internal subject matter expert regarding emerging trends and best practices in digital communications

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

Printed Name

Signature

Initials

Date Received

be considered based upon relevance); A minimum of two years' experience in advertising, public relations, project management, or graphic design. An understanding and ability to navigate the creative process associated in developing marketing materials on multiple platforms; A proficiency in the use of Word, Excel, PowerPoint and InDesign; A specialized knowledge of public relation writing styles;

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 & 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. This includes 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. This includes 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 InDesign, Illustrator, MS. Project, Word, Excel, Power Point, Outlook, WordPress and Web browsers;
8. An ability to effectively multi-task and coordinate between different projects and/or entities and agencies while remaining organized and solution focused;
9. The skills and ability to foster effective working relationships with sponsors, members, 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, and management 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. A proven ability to multi task and prioritize competing tasks while meeting deadlines;
16. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
17. The ability to critically analyze and resolve quantitative, logistical and spatial problems;
18. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;

Printed Name _____ Signature _____ Initials _____ Date Received _____

19. A willingness to maintain personal scheduling flexibility to cover Signature Events, late evening events, and emergencies as the needs of a seven-day operation may require.
20. The ability to lift 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 and management regularly.

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. Budget management experience;
5. The ability to drive personal vehicle for museum business purposes.

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. In conjunction with AAT's agency, handles all media inquiries and directs them to the appropriate individuals.
2. Clarifies AAT's point of view to its main audience through media releases and interviews;
3. Writes press releases and prepares information for the media;
4. Responds to requests for information from the media or designates an appropriate spokesperson or information source;
5. Assists all entities in effective communication with the public;
6. Works with all entities to make sure that advertising campaigns are compatible with the image the AAT is trying to portray;
7. Evaluates advertising and promotion programs to determine whether they are compatible with the Trust's public relations efforts;
8. Consults with advertising agencies or staff to arrange promotional campaigns in all types of media;

Printed Name

Signature

Initials

Date Received

9. Exchanges information in person, in writing, by telephone, and e-mail for the purposes of representing the organization and communicating with sponsors, Board members, customers, the public, government, and other external and internal sources;
10. Serves as the official representative of AAT with media representatives and journalists
11. Communicates strategic and tactical initiatives to Cabinet and Board and Steering Committee members as the internal spokesperson for Marketing activities and reporting
12. Devises and evaluates methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arranges to obtain existing data within the marketplace;
13. Oversees development of En Route and Under the Hood e-newsletter content and curation.
14. Seeks and provides information to help AAT determine position in the marketplace;
15. Researches market conditions in local, regional, or national areas, or gathers information to determine potential sales of a product or service, or create a marketing campaign;
16. Follows up with photo and logo requests on a daily basis.
17. Monitors responses to public relations campaigns, advertising, and collateral and makes recommendations to refine efficiency and effectiveness ;
18. Manages photo archives for museum;
19. Works closely with the Vice President of Institutional Advancement to implement and maintain the Trust's sponsorship materials;
20. Tracks photo copyright agreements and enforces as necessary;
21. Develops and maintains AAT's corporate image and identity;
22. Collects and analyzes data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand;
23. Measures the effectiveness of marketing, advertising, and communications programs and strategies.
24. Assists entities with reports and newsletters to maintain branding and message consistency;
25. Tracks and archives all press and articles;
26. Tracks all marketing and print collateral and stationary as necessary including all press kit materials, envelopes, letterhead, business cards, name badges, banners, and brochures;
27. Assists in the development and coordination of direct mail marketing campaigns (print as needed) including working with mail house and development department as needed;
28. Manages all aspects of OpenRoad, including scheduling, editorial planning, review/editing, printing and mailing;
29. Archive and track all logos including all entities and sponsorship logos;

DIGITAL COMMUNICATIONS:

1. Develops strategic digital communications plan communicating the Trust's and/or the respective entities' key messages, promotions, programs, etc.;
2. Sources video assets and updates ACM's b-roll as needed.
3. Drives content strategy for the EnRoute e-newsletter with appropriate images and messages. Provides development with email report (i.e. opt-outs, bounce backs etc.);

Printed Name

Signature

Initials

Date Received

4. Edits and proofs all printed materials, event signage, business cards, press kit inserts, collateral, advertisements, etc. Also involves managing the development of collateral, invitations, board report covers, flyers, banners and signs as necessary.

WEB MANAGEMENT:

1. Works with AAT leadership to identify and implement a long-term plan to keep each entities' website fresh;
2. Manages the relationship with AAT technical web agency;
3. Develops and manages a formal process for website updates;
4. Ensures full integration of AAT promotional campaigns.

EXHIBIT INTEGRATION:

1. Works closely with the ACM Curatorial team to identify and implement "Digital Layers" into the audience experience including exhibits, way finding and storage galleries;
2. Manages the creation of digital promotional content for distribution across digital channels;
3. Tracks and analyzes social media trends and web analytics to incorporate a digital marketing strategy incumbent of marketing and public relations plans. Devises and evaluates methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires;
4. Works with the Digital & Social Media Coordinator, ACM agencies and volunteers to ensure distribution of ACM events, promotions, and messages to third party sites, including community calendar postings.

SOCIAL MEDIA:

1. Oversees content strategy and guides implementation across utilized social media platforms(i.e. Facebook, Twitter, Instagram, YouTube & Flickr)
2. Works with the Digital & Social Media Coordinator to identify and create digital content appropriate for each affiliate digital presence;
3. Work with sponsor and strategic partners to execute cross promotional opportunities.

OVERALL OPERATIONS:

1. Works in a cooperative manner with all personnel at all times;
2. Works with other operational departments to ensure consistency of guest experience delivery throughout the ACM;
3. Works collaboratively with entity leadership and department managers to prioritize competing projects and events in order to facilitate desired outcomes;
4. Participates with management in the ongoing planning and programming of ACM;
5. Aligns activities within the designated Marketing & Signature Events annual budgets, including tactical plans, efficiency improvements, and new initiatives;
6. Explores new ways to involve the guest in the Museum experience and America's love of the automobile;

OTHER:

Printed Name _____ Signature _____ Initials _____ Date Received _____

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, concerns, or issues;
10. Performs other duties as assigned.

Printed Name

Signature

Initials

Date Received