

PRIMARY OBJECTIVES:

1. Develop and maintain the brand image and identity of the Trust and its member organizations;
2. Design and implement comprehensive marketing strategies and campaigns to significantly increasing awareness, attendance, membership and fundraising outcomes of the Trust and organizations;
3. Enhance the public attraction of the Trust and member organizations, and generate goodwill through digital and print marketing and communications that is in line with the Trust’s mission, vision and strategic goals
4. Handles all media inquiries, writes press releases, prepares and staffs all media interviews for Executives and assists all organizations in effective communication with the public in conjunction with an agency of record (if applicable);
5. Ensure all collateral, publications, newsletters, and e-blasts are consistent with the respective organizations’ branding and Trust style guidelines, and that communications are accurate, timely, and appropriate for the target audience.
6. Engage key audiences through comprehensive digital content integration as well as in-person engagement of exhibitory and events, and establish and maintain marketing synergy by strategic alignment of all product and corporate messages in a manner that maximizes customer and stakeholder relationships.
7. Coordinate with all organizations to achieve consistency in marketing, graphic design and events to ensure a cohesive and concise message and brand presence;
8. Act as counsel to internal stakeholders on appropriate tactics to accomplish departmental communication needs.

MAJOR RESPONSIBILITIES:

Under the general direction of the CEO, the Marketing & Communications Manager will:

1. Draft, implement, and monitor the Trust’s Marketing and Communications budget including tracking income and expenditures, authorizing disbursements, financial analyses, and preparing reports.
2. Communicate strategic and tactical initiatives to Board and Steering Committee members as the internal spokesperson for Marketing activities and reporting.
3. Work closely with the Vice President of Development/Advancement to design, implement and maintain the Trusts’ sponsorship strategy and materials.
4. Manage the creation of collateral materials for all organizations and ancillary activities.
5. Direct work with all contracted marketing-related services and agencies, ensuring consistency in branding and messaging in all products.
6. Recruit, develop and manage talented team members.
7. Create and oversee marketing promotions, campaigns and events to support new attractions and initiatives
8. Perform research and statistical analysis regarding industry trends, advertising effectiveness and competitive intelligence.
9. Tracks all marketing and print collateral and stationary as necessary including all press kit materials, envelopes, letterhead, business cards, name badges, banners, and brochures.
10. Assists in the development and coordination of direct mail marketing campaigns including working with mail house and development department as needed.
11. Serve as an official representative of the Trust with media representatives and journalists and facilitate opportunities to position the CEO and Executive Directors.

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12. Serve as copywriter, coordinate publications and e-blast curation, including EnRoute and tri-annual OpenRoad magazine.
13. Establish a sustainable digital media strategy that encompasses all organizations.
14. Serve as an internal subject matter expert regarding emerging trends, best practices and usable systems.

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, 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 organizations 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

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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. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
16. The ability to critically analyze and resolve quantitative, logistical and spatial problems;
17. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
18. A willingness to maintain personal scheduling flexibility to cover Events, late evening activities, 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. 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.

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 CEO informed regarding significant successes, concerns, or issues;
10. Performs other duties as assigned.

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