



Director, Marketing and Communications

The Museum of the City of New York (MCNY) fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future.

The overriding mission of the position of the Director, Marketing and Communications is to stimulate awareness of and visitorship to the Museum via various tactics — including, but not limited to, marketing; paid, owned, and earned media; press; branding; etc. — to reach target audiences in the city, region, nation, and around the world. The ideal candidate is a creative leader who will develop and implement new, diverse strategies to engage and expand audiences. This full-time, exempt position, reports directly to the Chief Operating Officer, serves on the senior staff team, and supervises two full-time staff members plus consultants.

Roles and Responsibilities

- Create and coordinate the implementation of a museum-wide marketing strategy and plan with goals, tactics, and target audiences, and develop strategic marketing alliances.
- Take responsibility for managing and developing MCNY's brand, which encompasses its permanent exhibition *New York at Its Core*, as well as a diverse array of temporary exhibitions, public and educational programs, publications, collections, retail activities, venue rentals, and other initiatives.
- Amplify MCNY's exhibitions, programs, collection, education center, and content through the use of paid, owned, and earned media; content partnerships; and thought leadership.
- Craft and implement a marketing strategy to support the awareness and growth of various MCNY earned and contributed income efforts (e.g., venue rentals, group tours, shop, programs, special events, etc.)
- Develop and manage the Marketing and Communications budget in a careful, strategic manner.
- Develop key messaging (in concert with other senior staff, as needed).
- Organize and/or oversee the writing and distribution marketing materials and press releases; compilation of press kits and planning/management of exhibition press previews.
- Oversee placement of listings in key media outlets for exhibitions and events on an ongoing basis.
- Ensure that the website, digital, and social media campaigns support MCNY's goals and maintain a consistent voice and tone; increase MCNY's overall exposure through SEO; and incorporate emerging social media tools into marketing and public relations strategies.
- Oversee MCNY's paid media efforts by developing, managing, analyzing, and optimizing all paid amplification in both traditional and digital media.
- Oversee an up-to-date array of media lists.
- Oversee production of promotional materials (postcards, brochures, etc.); oversee and create standards for marketing, branding, and graphic design with the Graphic Designer(s).
- Maintain close working relationships with members of the Development Dept. to promote their ability to raise funds by occasionally liaising with donors and helping with funding applications.
- Create various reports illustrating the status and success of various campaigns (marketing, digital, social, press, etc.) for regular distribution to the board, executive team, and colleagues as appropriate.
- Occasional presence at evening and weekend events and programs may be required as needed.
- Perform other duties as needed

Preferred Qualifications

- A self-starter with 5-7 years of marketing and public engagement experience – ideally in a museum setting.
- A proven history of developing and maintaining positive professional relationships with the media and other partners (marketing partners, vendors, consultants, etc.)
- A proven track record of developing, implementing, and maintaining an effective press strategy and tactics that result in editorial coverage.

- A proven track record of increasing attendance/visitorship or similar metrics which demonstrate successful campaigns (marketing, digital, social, etc.)
- A thorough understanding of the traditional and digital media and the various methods of telling MCNY's stories to its various key audiences.
- The intellectual depth and curiosity necessary to gain an understanding of MCNY's mission and programs.
- Excellent writing, editing, and verbal communication skills.
- The analytical skills to interpret social media and online data to react to issues and concerns that may affect MCNY's communications strategies.
- The ability to articulate strategy and provide ongoing direction to implement that strategy.
- The ability to adapt to new trends and technology and incorporate them in media planning.
- The ability to multi-task, prioritize, and organize workload for self and others, while meeting deadlines.
- The skills to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior staff and to present data and ideas in an organized manner.
- The ability to build a successful marketing and communications team, inclusive of staff and consultants.
- Excellent staff management skills.
- A commitment to diversity, equity, and inclusion and a passion for advancing equity and addressing structural racism within nonprofit organizations.
- Master's Degree in related field is preferred.

Physical Requirements & Work Environment

This role requires the ability to stay stationary for 50% of the time and navigate through office and museum environments. Proficiency in operating office equipment and lifting up to 25 pounds occasionally is essential, along with substantial wrist, hand, and finger movements. Strong visual acuity, including close, distance, color, and peripheral vision, is necessary for tasks such as data analysis and computer use. The position may involve occasional outdoor work and travel within the five boroughs.

Benefits

The salary for this position is \$105,000. The position offers a competitive benefits package including medical, dental, vision, FSA, HSA, life insurance, 401K and pension plan, short and long-term disability, critical illness, accident insurance, legal services and pet insurance, and Employee Assistance Program. The Museum has a generous paid time off policy including 12 sick days per year, vacation and 13 holidays. Your employment relationship with the Museum qualifies you for free or discounted admissions to other participating cultural institutions.

How to Apply

Please email your resume and cover letter to Jennifer Krauss, Jennifer Krauss Recruiting, jen@jenniferkrauss.com.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification or expression, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race (including traits historically associated with race, such as hair texture and style), religion (including attire, clothing or facial hair worn in accordance with religious requirements), sex (including pregnancy, childbirth or related medical conditions and transgender status), sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation,

promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. The Museum complies with applicable state and local law governing nondiscrimination in employment which prohibits discrimination and harassment against any employees, applicants for employment or interns, as well as contractors, subcontractors, vendors, consultants, other individuals providing services in the workplace or their employees in every location in which the Museum has facilities.