



The Morris Museum creates opportunities for lifelong learning, discovery, and creativity driven by the contemporary interpretation of its Guinness Collection of Mechanical Musical Instruments and Automata as well as its general collections. The Museum is newly engaged in a multi-year transition embracing its revised mission “to interpret the past and discover the future through Art, Sound, and Motion.” With a long tradition of serving its surrounding communities, the Museum provides family-friendly educational programs, complemented by sophisticated public programming for adults, including a dozen or more annual exhibitions and as many as 100 performances in its fully-rigged, 312-seat proscenium theatre, and (responding to pandemic exigencies) on its outdoor parking deck. Opening in 2021 the tenth location in the Smithsonian Institution’s growing national network of *Spark!Lab* educational facilities, STE(A)M education is an increasing focus. The Morris Museum is the only Smithsonian Affiliate in the state of New Jersey.

The Director of Marketing and Communications will be charged with building a new, cohesive department to bring focus to the museum’s efforts to increase visibility, attendance, and engagement. The DMC is responsible for planning, developing, and implementing a comprehensive media strategy for the institution—for its exhibitions, performances, educational programs, community initiatives, and other outreach efforts—with the goal to broaden and expand audience reach. Coordinating across all museum departments, the DMC reports to the museum’s President/CEO and is an active member of the senior leadership team.

Position: Director of Marketing and Communications

- Full-time. Exempt.
- Salary: \$60,000 with benefits

Essential Functions:

- develop and manage all communications efforts through print, email, broadcast- and social media, regularly writing, producing, and distributing press releases, image galleries, event calendars, and other materials for distribution.
- optimize communications efforts to grow audiences and expand the donor base.
- cultivate ongoing relationships with media, photographers, public relations professionals, and other public-facing community members, and engage them in the activities of the institution.
- collaborate with colleagues across departments to produce quarterly programming guides.
- manage social media channels and digital content calendar.

Responsibilities:

- create and implement media-relations outreach and follow-up strategies for museum projects and news.
- oversee the production of and approve all marketing, communications, and collateral materials.
- utilize a variety of marketing tools including traditional media, social media, and guerilla marketing.
- maintain long-range planning calendar for media/PR outreach.
- develop and manage department budget.
- maintain media contact database and track engagement.
- conduct market research to determine best use of marketing resources.
- constitute and serve as member of website team overseeing content and ongoing design/development. Curate web content, update and maintain website content in collaboration with staff across the organization.

- Measure, review, and report on the progress of marketing and communications plans and projects. Provide weekly, monthly and annual marketing and communications reports. Oversee the compilation, analysis and evaluation of market data.
- Fulfill media requests for images, interviews, and information.
- Supervise onsite and offsite film, radio, and photography crews.
- Manage departmental intern/s, including recruiting and hiring process.

The ideal candidate will:

- hold a Bachelor’s degree in Marketing, Business, Communications, Public Relations, or related field.
- have a minimum five years marketing/communications experience.
- show evidence of interest in and commitment to Education and the Arts.
- show attention to detail and have excellent skills in written and verbal communication as well as proofreading/copyediting.
- demonstrate experience in posting and managing text, graphic, and video content on major social-media platforms.
- be able to work independently as well as with a team. Individual must be personable and diplomatic in working with a diverse constituency and staff.
- demonstrate ability to develop/implement an integrated marketing and communications plan.
- have excellent project-management, problem-solving, and decision-making skills.
- demonstrate technological alacrity, with a welcoming disposition to embrace and learn new technology as needed. Print and web-design skills preferred. High proficiency with Google Suite and Microsoft Office a must, experience with Adobe Creative Suite (InDesign) and knowledge of WordPress preferred.

Key Relationships:

- Reports to President/CEO
- Collaborates with Senior Staff
- Supervises media interns

Workplace Requirements:

Work is typically performed in an office environment; prolonged periods of sitting, use of computers and standard office equipment required to accomplish work objectives. Evening events and meetings, and weekend commitments are an occasional requirement of the position.

The Morris Museum is an Equal-Opportunity Employer, dedicated to the goal of building a multicultural staff, with a passion to reach and serve our expanding, diverse public. We are also committed to providing reasonable accommodations to employees with disabilities.

To apply:

Applications reviewed as received. No phone inquiries. Qualified candidates should submit: 1) a thoughtful letter of interest, 2) a CV, 3) contact information for three professional references, and 4) a statement of salary expectations. These materials must be sent as email attachments to info@morrismuseum.org with “Marketing Communications Search” in the subject line. Thank you for your interest.