



OUR COMMUNITY | OUR STORY

# Marketing Manager

## *Full Time - Exempt*

---

### **SUMMARY OF POSITION**

Under the direction of the CEO, the Marketing Manager supports the highest strategic priorities of San the Diego History Center's (SDHC) and serves as a member of the senior management team. The Marketing Manager develops and executes the strategy for all SDHC marketing and communications ensuring consistency in theme and relevance of content. Additionally, the Marketing Manager will work with staff to focus on growing new audiences while retaining and deepening relationships with current audiences. The communications scope of this position includes earned and paid media, published newsletters, websites, social media posts, public relations messages and institutional communications. The Marketing Manager is responsible for growing media relationships, in order to enhance the History Center's statue and image. The Marketing Manager, will at times, be an on-camera spokesperson for the institution, must provide excellent customer service, and is an advocate for SDHC while interacting with the public to advance the institution's Culture of Philanthropy.

SALARY RANGE: \$80,000-\$86,000 depending on experience.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Develop and implement marketing plan for SDHC identifying areas of opportunity as it relates to budget
- Work with SDHC senior management to determine overall marketing and design concepts for events, initiatives, exhibits, etc.
- Examines and implements opportunities for cross marketing with other Balboa Park institutions and/or community organizations
- Design and write monthly E-newsletter
- Cultivate relationships with media: editors, bloggers, reporters, news anchors, etc.
- Produce press release and disseminate to long-, middle-, and short-lead publications, as well as, other prominent media sources (TV, radio, etc.), as needed
- Write and edit straightforward and simple content for SDHC communications programs and projects including materials for press releases, web site, tool kits, social medial tools and platforms and other forms of external communications to support the SDHC strategic communications requirements
- Report and respond appropriately, and according to policy, to crisis communication/PR issues that arise
- Write necessary web content and work with Graphic Design & Social Media vendor to maintain overall SDHC website
- Maintain the media section of SDHC's website
- Create and edit audio/visual and rich media content for external and internal audiences
- Assist team members with public relations projects and deliverables
- Proofread and coordinate production of communications materials, ensure final placement of materials, including distribution and provide miscellaneous follow up

- Send press releases via appropriate channels; assemble media kits and disseminate to prominent media sources
- Coordinate television/radio interviews
- Update media contact list accordingly by researching media
- Prepare Press kits for all prominent SDHC events

### **Allocation of Responsibilities**

- 80% communications, marketing, messaging activities
- 20% administrative functions, reporting, database management

### **REQUIREMENTS**

- Bachelor's degree in Communications, Public Relations, Journalism, Advertising, or related field
- Five (5) years' media relations/journalism experience preferred
- Strong proficiency with Adobe Creative Suite products preferred
- Must be able to speak and write in English; Bi-lingual is a plus.
- Proven ability to work on a variety of projects simultaneously, strong project management skills, and an attention to detail
- Demonstrated literacy in MS Office suite software
- Strong writing, editing and communications skills
- Vision, creativity and an entrepreneurial spirit, combined with strong project management, organizational and communication skills are important in this position
- Ability to multitask and remain flexible to accommodate SDHC needs and to take advantage of opportunities
- Ability to use independent judgment to resolve situations as they arise
- Proactive attitude, creative and strategic thinker

### **WORK ENVIRONMENT**

- Office-type setting
- Museum and exhibition spaces in museums in Balboa and Presidio Park

### **PHYSICAL DEMANDS**

- Walking, sitting, squatting, standing, kneeling, balancing, manual dexterity, reaching above shoulders, grasping, pushing/pulling (15-60 lbs.), lifting (15-60 lbs.), carrying (10-60 lbs.)
- Climbing stairs, walking over varied terrain
- Repeated adjustments to varied lighting conditions and changing physical space conditions as would be expected in a museum setting; some spaces will have varied climate controlled conditions

### **ADDITIONAL RESPONSIBILITIES**

- Valid CA Driver's License and reliable transportation with proof of liability insurance

### **EEO STATEMENT**

SDHC believes that equal opportunity for all employees is critical to our continuing success. In accordance with state and federal law, SDHC will not unlawfully discriminate against any employee or applicant for employment on the basis of religion, race, color, national origin, ancestry, disability, marital status, gender, veteran status, sexual orientation, age, medical condition, registered domestic partner status, or any other basis protected by state or federal laws. Opportunity is provided to all employees based on qualifications and job requirements. When necessary, SDHC makes reasonable accommodations for disabled individuals who request an accommodation in accordance with state and federal laws.

