POSITION TITLE: Marketing Manager  
DEPARTMENT: Operations  
POSITION REPORTS TO: The Deputy Director

POSITION SUMMARY:

The African American Museum in Philadelphia (AAMP) was founded in 1976 in celebration of the nation's Bicentennial, the is the first institution funded and built by a major municipality to preserve, interpret and exhibit the heritage of African Americans. AAMP has a Mission of bringing diverse communities together in greater appreciation of the Black experience through the combined narrative of art, culture and historical witness.

The African American Museum in Philadelphia (AAMP) seeks a creative, strategic, and enthusiastic Marketing Manager who is responsible for developing and implementing strategies and coordinating the marketing initiatives that strengthen and promote the public image of the Museum. Under the leadership of the Deputy Director, the Marketing Manager is responsible for working with all internal stakeholders to create and implement marketing strategies related to the Museum’s public and educational programs, exhibits, membership, and other priority initiatives. The Marketing Manager will also coordinate the implementation of the Museum’s public relations functions with the firm contracted to manage the Museum’s public relations strategies.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Manages, evaluates, and adjusts an ongoing marketing program for the Museum, meeting annual goals and budget for marketing purposes, according to the Museum’s mission and policies
- Coordinates all Museum promotions with external organizations; coordinating services and deliverables with departments within the Museum
- Works closely with Museum’s media, marketing and design consultants to ensure continuity of work and consistency of the Museum message
- Coordinates the production of the Museum’s printed and electronic newsletters, including the selection of topics, editing, and coordination of design to ensure timely delivery of information to the Museum’s constituents
- Works with Public Relations agency to coordinate, draft, and produce for timely distribution, press releases, placement of calendar listings, social media, and notices of event releases
- Coordinates production of all Museum collateral, to include display ads, banners, brochures and other printed materials - working closely with all departments, graphic designers and printers – for Museum special events, public programs, exhibitions and membership activities
- Sets agendas and leads Marketing Working Group meetings
- Coordinates key market research activities
- Assumes other related duties and responsibilities as required by the Deputy Director or designate

QUALIFICATIONS, SKILLS AND ABILITIES REQUIRED:

Education/ Experience Required:
- Bachelor’s Degree preferred
THE AFRICAN AMERICAN MUSEUM IN PHILADELPHIA

JOB DESCRIPTION

- Minimum five to seven (5-7) years of experience in promotions and/or marketing of activities and events in a related field and nonprofit setting

Skills and Abilities Required:

- Excellent verbal and written communication skills; ability to write clear, structured and articulate
- Demonstrated ability to be creative and to communicate new and different approaches toward community outreach and marketing
- Excellent editing skills
- Attention to detail
- Ability to meet deadlines
- Ability to formulate new ideas and directions to achieve desired goals.
- Ability to work both independently and as part of a team
- Experience and skills in the use of basic software including MS Word, PowerPoint, Publishers, Adobe, and other relevant software applications.
- Must have command of the Internet and all applicable features.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS:

Must be able to remain in a standing or stationary position for extended periods of time. Must be able to adapt to high pace environments occasionally moving/lifting light weight equipment and other work-related objects up to 25lbs.

EMPLOYEE ACKNOWLEDGEMENT:

This job description describes the general nature and level of work performed by the employee assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by the supervisor. All requirements are subject to change over time, and to possible modification to reasonably accommodate changing institutional needs and individuals with a disability.

Expected hours: 37.5 per week.

Please send your resume, references and cover letter to hr@aampmuseum.org.

_________________________________________  ________________________
Employee Signature  Date

_________________________________________
Print Name