



FCMoD, Nonprofit Partner
408 Mason Court
Fort Collins, CO 80524
970.221.6738
www.fcmod.org

POSITION DESCRIPTION

Marketing and Communications Manager

Full-time, 40 hours a week, Salary DOE

The Marketing and Communications Manager at Fort Collins Museum of Discovery (FCMoD) is the primary communications specialist for the museum and is responsible for managing public relations and marketing for the museum. Marketing channels will include, but are not limited to, traditional media, social media and digital communications, as well as in-house promotions.

The ideal candidate will be confident in their ability to perform this important work for FCMoD, but will also be open to feedback and new ideas about how best to succeed. Working at FCMoD is a collaborative effort, and this position presents the need to be able to work with the entire FCMoD team to ensure the museum is successful in driving attendance and engagement at all levels of interaction with the community the museum serves.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Reports to the Director of Development
- Develop and implement FCMoD's public relations and marketing plans and procedures, ensuring systems put in place are easily adapted and useable by all staff impacted
- Strategize with other museum staff and advise with respect to developing the marketing plan; ensuring all areas of museum operations receive the best possible marketing effort to provide successful outcomes in attendance and engagement
- Proactively identify opportunities for marketing and promotion that leverage museum resources
- Develop and manage ongoing internal marketing communications calendar to be shared with staff for collaborative planning and transparency
- Develop and monitor marketing effort effectiveness, producing timely, transparent reporting to all museum staff, and develop contingency strategies if necessary
- Develop and monitor the marketing budget to fit the plan, ensuring resources are allocated appropriately and that the budget is not exceeded
- Consult with Director on decisions concerning outsourcing of projects, and for approval of large budgetary expenditures
- Advise on marketing opportunities through community relations projects, events and activities, and coordinate FCMoD involvement in approved projects and activities
- Develop and manage social media as a primary source to build engagement

- Manage and monitor the FCMoD website to ensure all information is up to date and current, and that key programs and events receive main page attention, and that pages, links and necessary content are functioning appropriately
- Manage FCMoD's digital marketing efforts to include, but not limited to SEO, Google Ad Words, Facebook ads, etc. through individual ownership as well as through direction and management of external contractors
- Act as the primary media contact and spokesperson for all press inquiries
- Manage tracking and support of media coverage and processes, including media training for key staff as needed
- Develop and maintain close working relationship with media reps, independent contractors and vendors; negotiating favorable terms to ensure FCMoD receives the best service at the best price possible
- Coordinate with FCMoD's design specialist to produce a wide variety of marketing materials; including posters, banners, fliers, web applications and maintenance, brochures, newsletters, speaking notes, invitations, calendars, ads, presentations, press releases, feature stories, sponsor acquisition and retention forms, etc.
- Coordinate with museum staff and outside vendors to develop and update radio, video, television, web, and photography projects
- Write and/or revise copy and circulate with appropriate departments and Directors for approval
- Support the Resource Development Team for all development related activities, such as but not limited to; the annual fundraising event, annual donor appreciation event, exhibit openings, etc.; including planning of event messaging and speaking points to ensure a cohesive message and handling of all speakers and VIPs
- Strategize and advise on the coordination of new fundraising opportunities as presented through contacts made in the scope of the Marketing Manager position
- Participate in interdepartmental and City wide committees and project teams as required
- Performs other duties as assigned

KNOWLEDGE, SKILLS, & ABILITIES

- Excellent verbal and written communication skills
- Ability to collaborate effectively with Museum staff, vendors and the general public
- Ability to use personal computers and a variety of software packages, including the Microsoft Office suite
- Proficient in development, maintenance and monitoring of web pages
- Ability to access and utilize web and social media outlets
- Organizational and technical skills to manage and schedule social media and website updates and design
- Ability to conceptualize and analyze solutions for public information assignments, develop communications plans and collaborate with stakeholders to ensure success of plans
- Ability to be forward thinking, innovative and creative with marketing resources
- Ability to make effective written and oral presentations, in person and on camera
- Ability to write and revise copy in appropriate museum tone
- Ability to train other staff in promotional activities as needed
- Ability to handle multiple work assignments and meet strict deadlines
- Ability to establish and maintain effective working relationships with co-workers

EDUCATION & EXPERIENCE

Bachelor's degree in Journalism, Public Relations, Marketing, Communications or related field from an accredited college or university, three to six years related experience in a management or supervisory capacity; including budget and financial management, or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to effectively and concisely present information and respond to questions from the general public and co-workers. Ability to write reports, business correspondence, and procedural guidelines.



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SUPERVISORY RESPONSIBILITIES

This position may have supervisory responsibilities.

VALUES-BASED BEHAVIORS

- Listens attentively to others. Asks clarifying questions to gain a better understanding of the other person's views and assumptions
- Works effectively in a team environment and actively participates in joint problem solving; willingly cooperates with co-workers
- Identifies and takes advantage of opportunities for personal and professional development
- Comes to meetings prepared and on time; honors work commitments; follows through on commitments; meets deadlines
- Collaborates with other work groups and outside organizations as appropriate, in a proactive and responsive manner
- Honors the private and confidential matters of co-workers. Protects the proprietary and confidential information of FCMoD
- Follows rules, regulations, and policies
- Positively contributes to problem solving and implementing changes

PHYSICAL DEMANDS

While performing the duties of this job, employee is regularly required to stand, walk, and sit; extended periods of walking and moderate physical activity required. Use hands to feel and manipulate tools and materials, and reach with hands and arms. Employee must frequently lift and/or move up to 50 pounds. FCMoD adheres to requirements set forth by the Americans with Disabilities Act (ADA).

CERTIFICATES, LICENSES, & REGISTRATIONS

A valid Colorado driver's license is required.



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APPLICATION PROCESS

Submit electronic cover letter, resume, and three professional references to: Michael Allison mallison@fcmod.org Applications will be reviewed and selected candidates will be interviewed. Additional analysis may be conducted. Hiring is conditional upon a successful background check; additionally, a drug screening may be required.

FOR OFFICE USE UPON HIRE

I have reviewed and understand the essential functions of this job description and am able to perform each function with / without (circle one) accommodation. I further acknowledge that this job description is a general description of the duties of this position and changes in responsibilities may be required periodically by my supervisor.

Signature

Date