

## MANAGER, COMMUNICATIONS AND MARKETING

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| <b>Classification:</b>           | Full-time, Salaried, Exempt                |
| <b>Annual Salary Range:</b>      | \$45,501 – 76,546 (salaries paid biweekly) |
| <b>Anticipated Hiring Range:</b> | \$50,000 - \$65,000                        |
| <b>Other Information:</b>        | Benefit Eligible                           |

Fort Collins Museum of Discovery (FCMoD), is a unique public/private partnership that engages visitors in an innovative learning environment. As Northern Colorado's only AAM accredited museum (American Alliance of Museums) and only ASTC-affiliated museum (Association of Science-Technology Centers), FCMoD occupies a pivotal space in the cultural and educational life of our region and creates extraordinary opportunities for visitors to engage with experiences that explore the interplay of science and culture in ways that are deeply relevant to community, geography, and shared history.

The Communications and Marketing Manager plays an integral role within the FCMoD team network, serving as the primary communications and marketing specialist with responsibility to develop and oversee the implementation of both internal and external communication strategies. From long-term to project-based communication needs, duties include managing communication channels such as social media, the museum's website, media relations, internal and external newsletters, direct mail development, and coordinating with FCMoD's graphic designer on print and digital advertising strategies. The Communications and Marketing Manager will lead data-informed, creative, scaled, and brand-aligned strategies to drive attendance, engagement, and deeper brand relationship.

A successful candidate will implement industry best-practices, share learnings across the organization and develop feedback loops to enhance communication efforts and position FCMoD as best-in-class. The ideal candidate demonstrates a deep understanding of how to integrate targeted strategy across different communication platforms to connect FCMoD's brand with various audiences. The Communications and Marketing Manager also recognizes the value of and has practice in audience-specific messaging, including, but not limited to, multicultural spaces.

FCMoD promotes a team environment where collaboration, creativity and curiosity inform our work. The Communications and Marketing Manager will utilize this mindset to successfully implement strategy, cultivate relationships, and support a culture of trust with colleagues, partners, and stakeholders as the museum advances in its presence and impact in Northern Colorado.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Develop and implement long-term and project-based communication and marketing plans across the museum that leverage traditional, and where appropriate, non-traditional strategies
- Integrate industry best practices across various platforms to drive audience participation, engagement, and retention

- Strategize with other museum staff and advise with respect to developing marketing plans; 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 produce content to engage and educate audiences across various channels, including newsletters, blogs, website, social media and press releases
- Develop and execute social media activities across multiple channels
- 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
- Oversee the development and upkeep of FCMoD's website
- Develop and execute email programs and strategies through campaigns and actions, including writing appeals and other calls-to-action
- Act as the primary media contact and spokesperson for all press inquiries and public relations opportunities
- 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
- Develop, advise and coordinate content for a variety of uses across the organization including talking points, written appeals, media kits, brochures, and other collateral
- Coordinate with museum staff and outside vendors to develop and update radio, video, television, web, and photography projects
- Develop and monitor the communications budget
- Manage post-campaign reporting and analysis by establishing and measuring KPIs, describing trends through regular reports, and sharing key insights
- Help identify and implement segmentation and personalization tactics to create donor engagement and conversion paths for different audiences
- Participate in internal project teams, community-based meetings, interdepartmental and City wide committees and project teams as required
- Performs other duties as assigned

#### **KNOWLEDGE, SKILLS, & ABILITIES**

- Excellent written and verbal communications skills, administrative skills, and high attention to detail
- Good judgment, creativity and an enthusiastic attitude
- Strong learning orientation. Leverages all resources and is creative in ways of learning for self and sharing with others to continue adapting to changing issues and trends

- Experience in organizing projects, creating organizational plans, meeting deadlines and managing details
- 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 make effective written and oral presentations, in person and on camera
- Experience in establishing effective working relationships with colleagues, vendors and community members; ability to work in a team environment and to work independently
- Ability to work in a fast-paced, adaptive environment, able to analyze situations, responding quickly to deliver effective solutions
- Demonstrated cultural competence to effectively interact, work, and develop meaningful relationships with people of diverse identities, perspectives, and cultural backgrounds
- Ability to represent FCMoD in a professional and positive manner at all times
- Proficiency with computers and computer applications, including Microsoft Office and internet-based platforms
- Ability to communicate effectively in English, multilingual preferred

## **EDUCATION & EXPERIENCE**

High School diploma or GED required; Bachelor's degree preferred in relevant field. Three (3) to six (6) years of experience in communications, marketing, design, or public relations preferred. Experience working with diverse populations highly desirable. Will consider any equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications.

## **LANGUAGE SKILLS**

Ability to effectively and concisely present information and respond to questions from the general public, co-workers, media and other stakeholder groups. Ability to write, prepare and deliver effective reports, business correspondence and presentations. Additional language fluency highly desirable.

## **SUPERVISORY RESPONSIBILITIES**

This position may supervise staff, task assignments, and manage volunteers and interns.

## **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 implementing changes.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to stand; walk; and use hands to handle, feel or motion. The employee is occasionally required to reach with hands and arms and stoop, kneel crouch or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally list and/or move up to 40 pounds. FCMoD adheres to requirements set forth by the Americans with Disabilities Act.

### **CERTIFICATES, LICENSES, & REGISTRATIONS**

Driver's license or ID card issued by a State or territory of the United States is required.

### **COMPENSATION AND BENEFITS**

- Classification: Full time, salaried, exempt
- Salary Range: \$45,501 - \$76,546
- Benefit eligible

The Communications and Marketing Manager position is a salaried, exempt position that is eligible for defined benefits under the Fort Collins Museum of Discovery Nonprofit Partner. This position is eligible for 11 paid holidays, accrued personal time off and sick time. The nonprofit partner offers employee-sponsored health, dental and vision insurance; long-term and short-term disability; optional retirement plan; and employee assistance program.

### **APPLICATION PROCESS**

Interested applicants can apply by filling out the Communications and Marketing Manager application at [fcmod.org/jobs](http://fcmod.org/jobs). Applicants should be prepared to upload a cover letter, resume, one writing sample, one communication sample of choice, and three professional references. If there is a need, materials can be submitted to Michael Allison, Director of Business Operations, at [mallison@fcmod.org](mailto: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.



408 Mason Court  
Fort Collins, CO 80524  
970.221.6738  
[www.fcmod.org](http://www.fcmod.org)

**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