

Marketing Manager

DEPARTMENT: Marketing and Communications

SUPERVISOR: Head of Marketing and Communications

STATUS: Full-Time

Founded in 1964, The Aldrich is dedicated to fostering the work of pioneering artists whose ideas and interpretations of the world around us serve as a platform to encourage creative thinking. It is the only museum in Connecticut devoted to the art of our time, and throughout its fifty-four year history, has been a leading figure in current cultural dialogue presenting pioneering exhibitions of contemporary art, engaging its community through thought provoking interdisciplinary programs, and presenting innovative educational initiatives.

Position Overview:

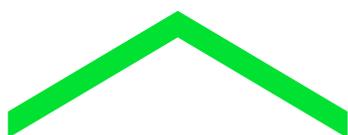
Working closely with the Head of Marketing and Communications, Graphic Designer, and Digital Media Coordinator, the **Marketing Manager** will contribute to and oversee various aspects of institutional marketing and messaging, especially e-communications and strategic content creation. Furthermore, the **Marketing Manager** will manage marketing efforts to meet/



exceed admissions, store, event registration, and space rental revenue goals and manage Visitor Services' marketing needs. Reporting to the Head of Marketing and Communications, the Marketing Manager will work closely with the Development Director and Development Associate to develop, implement, and report on a comprehensive marketing plan to meet/exceed annual membership renewal revenue goals, increase membership renewal rates, increase member engagement, and spearhead marketing efforts surrounding revenue driven campaigns, such as the Annual Fund.

Responsibilities:

- **Manage/support membership marketing efforts i.e. eblasts, direct mail, etc.**
- **Work with Visitor Services team and Development department to devise strategies and platforms to promote membership sales, and market member events and programs**
- **Identify and regularly update in-Museum marketing materials that relate to Visitor Services and Development, i.e. monitor above front desk, donor monitor, monitor in The Studio, any membership promotional materials, posters, and other promotional materials**
- **Supervise social media messaging relating to membership, Development, and Visitor Services' goals and promotional needs**
- **Writing persuasive letters, articles, and brochure copy for both solicitations and more informational communications about benefits, events, and other opportunities**
- **Manage the communication of member benefits and inspire members to visit the Museum more often and to take**



- advantage of their membership**
- Regularly assess the effectiveness of marketing strategies and recommend innovative tactics/methods for effective audience development and communication, with Head of Marketing and Communications**
- Create all eblasts relating to Development and membership – content, design, scheduling, and subject lines – working with the Head of Marketing and Communications and Digital Media Coordinator**
- Steward community relationships: attend member events, Ridgefield Arts Council meetings, inRidgefield meetings, etc.; attend meetings relating to and promote partnership memberships including CT Art Trail, Fairfield Westchester Museum Alliance, etc.**
- Coordinate timing and execution, messaging, and delivery of annual and periodic fundraising appeals**
- Coordinate promotion of cause-marketing, employee-giving, and matching gift programs**
- Support all crowd-funding, fundraising events, and micro-giving campaigns**
- Pull targeted lists on Raiser’s Edge for email and direct mail materials**
- Request targeted lists from Raiser’s Edge for email and direct mail materials from Development Database Coordinator**

Candidates must have:

- 5+ years of marketing and management experience in an arts environment**
- Strong writing and interpersonal skills**



- **Professional, friendly demeanor and interest in building interpersonal relationships with staff, artists, and vendors**
- **Experience working collaboratively across departments/ work groups to achieve overall institutional goals**
- **Experience and success with revenue-driven marketing campaigns**
- **Raiser’s Edge or other comparable database knowledge and experience**
- **Ability to remain flexible and focused in a demanding work environment and prioritize deadlines and assignments effectively**

Application Process:

Please send a cover letter and resume to: jobs@aldrichart.org, with the subject line “Marketing Manager.” Qualified candidates will be contacted. No phone calls, please.

The Aldrich Contemporary Art Museum Non-Discrimination Policy

The Aldrich Contemporary Art Museum is committed to:

- **The goal of achieving equal opportunity for all.**
- **Providing an inclusive and welcoming environment for all members of the community.**
- **Providing an inclusive and nondiscriminatory work environment in which all employees are valued and empowered to succeed.**
- **Providing a workplace free from harassment of all kinds.**
- **Compliance with all federal and state legislation and regulations regarding non-discrimination.**



Consistent with these principles, The Aldrich does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, expression and characteristics, age, religion, national or ethnic origin, visible or invisible disability, veteran status, or any other protected status.