

# Head of Marketing

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**DEPARTMENT:** External Affairs

**SUPERVISOR:** Executive Director

**STATUS:** FT

Working closely with the Director of Public Programs and Audience Engagement, Exhibitions Director, Senior Development Officer and the Head of Strategic Partnerships, the Head of Marketing sets the marketing framework for key areas of outreach and cultivation, including exhibitions, public programs, membership and events. The Head of Marketing also manages all aspects of institutional marketing materials, including monthly mailings, promotional materials, e-communications, and signage. The Head of Marketing supervises the Graphic Designer, the Press and Social Media Coordinator, and the Website Content Facilitator.

- **Manage development and production of institutional marketing materials: monthly calendar, website, eblasts, direct mail, etc.**
- **Maintain consistency of key messaging and positioning for institution across all promotional materials, advertising, and on-line outreach**
- **With Graphic Designer and Social Media and Press Coordinator, maintain consistency of visual identity of the Museum and its brand across all platforms**
- **Regularly assess the effectiveness of marketing strategies and recommend innovative tactics/methods for effective audience development and communication**
- **Create annual advertising strategies and budgets to most**

**effectively promote the Museum**

- **Cultivate, develop, and maintain media partnerships**
- **Manage all advertising content**
- **Maintain up to date, accurate content for all promotional materials, develop and oversee production of monthly calendar, and ensure regular review with all relevant staff to build out related content for web and other outreach methods ensuring timely release of information; responsible for staff reminders to keep material development on track**
- **Participate in regular meetings with Education, Exhibition and Development staff to identify marketing needs and ensure accurate and timely release of promotional materials**
- **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**
- **Work with and oversee digital marketing consultants**
- **Pull targeted lists on Raiser's Edge for email and direct mail materials**
- **Manage all aspects of the marketing of the annual Gala Benefit and other fundraising events in Connecticut and New York City including e-blasts and event program**

## **Qualifications**

**5 to 10 years of marketing and management experience in an arts environment**

**Knowledge of Raiser's Edge, a plus**

**Please send a cover letter and resume to: [jobs@aldrichart.org](mailto:jobs@aldrichart.org), with the subject line "Head of Marketing." 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.**

