



International African American Museum

## **Position Description: Marketing/Public Relations Manager**

### **Position Overview**

The Marketing/Public Relations Manager will be responsible for building the IAAM brand and strategically communicating it to the world in a way that drives strategic awareness, interest, and engagement.

### **Responsibilities**

The Marketing/Public Relations Manager will work with an independent branding and marketing firm to develop a comprehensive marketing and communications strategy, the implementation of which will be the Manager's responsibility. That plan and the Manager's areas of responsibility include:

- Brand, Marketing, and Communications Strategy
- Brand Identity
- Public Relations
- Social Media
- Direct Marketing
- Marketing Research
- Development of all collateral and marketing materials
- Advertising

These functions serve the greater purpose of:

- Leveraging the unique and powerful assets of the IAAM (i.e. historic location - city and site; unique mission, content, and programs; board/staff, etc.) to **build the IAAM brand**: generating increased strategic local, national, and international awareness of, and equity in, the museum.
- **Supporting fundraising** efforts of all kinds
- **Stimulating strategic/brand building public engagement** both online (website, social media, etc.) and through events (e.g. Groundbreaking, Grand Opening, Center for Family History genealogy seminars, community engagement events, museum programming, etc.)

## **Qualifications**

- Intimate understanding of traditional and emerging marketing channels and tools
- Ability to think creatively, innovatively, and analytically
- Excellent communication and presentation skills
- Relevant marketing experience
- High level of creativity, energy and passion
- Ability to successfully collaborate in a matrixed, cross functional team to accomplish organizational goals
- Ability to work in a fast paced, high energy environment successfully managing a variety of tasks on deadline, on budget, etc.
- BA/MA degree in Marketing, Advertising, Communications or a related discipline preferred
- Solid references

## **Recruitment and Application Process**

- Term: Full-time; permanent position
- Start date: as soon as possible
- Benefits include: medical, dental, vision, 403B retirement contribution, paid vacation and sick leave
- Salary range \$45,000 - \$50,000
- Parking is not available
- Travel Required

To Apply: Please send the following documents to [resumes@iaamuseum.org](mailto:resumes@iaamuseum.org): letter of interest, resume, and three references. Please attach these documents to an e-mail message with this subject line: Marketing/Public Relations Manager. We seek to fill this position as soon as possible.

The International African American Museum is an Equal Opportunity Employer committed to building a diverse and inclusive workforce and does not discriminate in its employment practices due to an applicant's race, color, religion, sex, national origin or ancestry, age, sexual orientation, gender identification, genetic information, veteran or disability status or any other factor prohibited by law.

## **About the International African American Museum**

Located on one of the most sacred sites of African American history, the International African American Museum (IAAM) in Charleston, SC will be a museum, memorial, and site of conscience that commemorates the foundational role that Africans and their descendants played in the making of America. It will be one of the most important historical and cultural institutions in the country - presenting critical history and programming that will have meaningful social impact.