



*We inspire learning by sharing the stories of the Mid-Columbia River Region, its people, and its impact and contributions to the world.*

## **Marketing & Communications Manager**

The REACH Museum is seeking a dynamic and experienced Marketing & Communications Manager to join our team. As a Marketing & Communications Manager, you will be responsible for developing and implementing effective marketing strategies to promote the museum's brand, exhibits, programs, and events while increasing its market share; and well as promoting the work of the Reach Foundation. Your expertise in marketing, social media, and email platforms will play a crucial role in driving visitor engagement and enhancing the museum's and foundation's images.

### **Responsibilities**

#### **Develop and execute comprehensive marketing plans**

- Utilize your extensive marketing experience to create effective marketing strategies aligned with the museum's and foundation's goals and objectives.
- Identify target audiences and develop targeted marketing campaigns to attract visitors, including individuals, families, schools, and community organizations.
- Employ a mix of traditional and digital marketing channels to maximize reach and engagement.

#### **Manage brand development and positioning**

- Leverage your skills in brand development and management to ensure the museum's and foundation's brands are effectively communicated across all marketing materials and platforms.
- Maintain brand consistency and integrity in all marketing initiatives.

#### **Oversee content creation and creative design**

- Utilize your creativity and graphic design skills to develop compelling content and visuals for various marketing materials, including press releases, web copy, collateral, and messaging across different channels.
- Collaborate with internal teams and external partners to ensure timely delivery of high-quality content.

#### **Implement digital marketing strategies**

- Utilize your knowledge of SEO, social media management, online advertising, basic HTML coding, and web development to drive online visibility, increase website traffic, and enhance the museum's and foundation's online presence.
- Monitor and analyze digital marketing campaigns, optimizing strategies based on key performance indicators.

## **Website interfacing**

- Collaborate with website vendor to refresh content, implement necessary changes and recommend improvements.

## **Manage marketing budget and vendor relationships**

- Develop and manage the marketing budget, ensuring cost-effective allocation of resources.
- Cultivate and maintain relationships with external vendors and partners to ensure the delivery of high-quality marketing services.

## **Conduct surveys, measure and report on marketing effectiveness**

- Utilize analytics tools and metrics to measure the success of marketing campaigns and initiatives.
- Prepare regular reports to assess marketing performance, providing insights and recommendations for improvement.
- Conduct visitor services surveys, analyze data and report findings as needed.
- Track Visitor's Overnight Stays for hotel/motel lodging tax grant from the City of Richland

## **Requirements**

- Bachelor's degree in marketing, communications, or a related field.
- Minimum of 3 years of experience in marketing, preferably in the museum, arts, or cultural sector.
- Proven track record of developing and implementing successful marketing strategies.
- Strong project management skills, with the ability to multitask
- Proficiency in digital marketing tools and platforms, including SEO, social media management, Google Analytics, and email marketing.
- Experience in content development for Omnichannel marketing, including press releases, web copy, collateral, and messaging.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to think outside the box and develop innovative marketing campaigns.
- Strong analytical skills, with the ability to interpret data and make data-driven decisions.
- Knowledge of the local community and its cultural landscape is a plus.

## **Benefits**

This position is paid at an hourly rate (\$35–\$39) depending on qualifications and based upon a 35-hour work week. Health, vision, and dental insurance is provided along with paid holidays, accrued paid time off, and IRA match. Remote work options negotiable.

Send letter of interest to Rosanna Sharpe, Executive Director at [RosannaS@VisittheREACH.us](mailto:RosannaS@VisittheREACH.us). Applications accepted through January 17, 2025. References and background check required. No phone calls please.