



Fairfield Museum

AND HISTORY CENTER

Job Title: **Marketing and Communications Manager**
Reports To: Executive Director
Hours: Part Time, 21 hours / week.

JOB SUMMARY:

The Marketing and Communications Manager is responsible for planning, implementing and measuring the success of a comprehensive marketing, communications and public relations program that enhances the Fairfield Museum's brand, expands regional visibility, encourages greater attendance, and positions the Museum as a dynamic regional center for arts, culture, and humanities. The Marketing and Communications Manager helps to build broad-based community support for the Fairfield Museum's educational mission.

JOB RESPONSIBILITIES:

- Develops and implements creative and effective marketing and media plans to promote the Fairfield Museum's programs, exhibits, events, and activities for adults, families and children.
- Writes content/copy and oversees the design, production and distribution of twice-annual Museum newsletters, all promotional mailings, brochures, and signage.
- Writes weekly e-mail announcements for upcoming programs and events
- Updates website content.
- Writes and distributes press releases promoting the Museum's activities.
- Acts as the Fairfield Museum's representative with the media.
- Plans and implements social media marketing programs through Facebook, Instagram, Twitter and other platforms. Writes and distributes weekly email newsletters through Mailchimp.
- Coordinates photography at Museum events, organizes photo files and distributes images to media.
- Oversees periodic marketing research and analysis to measure success of the communications plan.
- Performs other marketing and PR duties as needed.

The successful candidate will be a personable, creative and energetic self-starter with the ability to manage multiple projects and develop relationships with a broad range of media and community partners.

Position Requirements:

- Bachelor's degree
- Experience in marketing, public relations, business development or related field.
- Highly developed skills in written and verbal communication.
- Excellent organizational skills, professionalism, and careful attention to detail.
- Experience creating effective social media posts.
- Ability to manage multiple projects and meet deadlines.
- Graphic design experience a plus.

This is a part-time, 21 hour / week position requiring occasional evening and weekend hours. . Compensation is \$30 / hour with vacation, 401k and other benefits.

To Apply:

Email a resume and cover letter detailing relevant work experience by November 17, 2021 to search@fairfieldhs.org. Please write "Marketing and Communications Manager" in the subject heading. The Fairfield Museum is an equal opportunity employer and encourages applications from people of color, women, and LGBTQ+ applicants.

About the Fairfield Museum:

Fairfield Museum is a thriving cultural center that uses history and the arts to strengthen community and help shape its future. We believe in the power of the arts and the humanities to inspire imagination, stimulate thought, and transform society. Central to our community-focused mission is a commitment to provide a safe, trustworthy environment where multiple perspectives can be heard and collective solutions explored. Fairfield Museum is a vibrant nexus of community life that welcomes more than 35,000 visitors annually. We are a leading and award-winning center for arts and humanities education that provides high-quality school programs to more than 4,000 students each year.