



Marketing and Communications Manager

Role Overview:

Join the team that is leading the Martha's Vineyard Museum (MVM) into its second century. We know that a museum is much more than a collection of buildings, art and historic artifacts, and we have made great strides towards becoming an organization that fully represents the entire Island population. The Marketing and Communications Manager plays an active role in helping the Museum achieve this core mission.

The Marketing and Communications Manager will report to the Managing Director and support all aspects of the Museum's marketing and communications with its members, visitors, donors, board, and partners. Possessing both strong writing and analytical skillsets, the Marketing and Communications Manager will work across all forms of communications including public relations, presentations, social media, email newsletters, print, and radio. The Marketing and Communications Manager will also work with programming and event staff to support Museum events and development staff to support fundraising communications.

Reports to: Managing Director

Supervisory Responsibilities: May supervise Fellows, volunteers, staff, or contractors/vendors for marketing and communications production.

Schedule: Monday – Friday salaried position, typically 40 – 44 hours per week with some evening and weekend hours required for events and programs.

Key Responsibilities:

Audience Engagement:

- In collaboration with the Director of Programming and Audience Engagement, execute the outreach, communications, promotional and partnership strategies to attract target audiences to the Museum through paid admissions, individual and group visits, program participation, special events, etc. to achieve or surpass earned revenue goals.
- Design Bloomerang forms for internal programs and events.



- Collect and analyze data that informs decision making and successful execution of business development goals.
- Analyze feedback mechanisms for visitor experience, programming, etc. and provide constructive suggestions to improve the visitor experience based on feedback.
- Implement strategic partnerships that achieve business development objectives, including but not limited to relationships with realtors, hospitality industry influencers, and other businesses to promote the Museum.
- Continually learn about Museum exhibitions and programs to possess knowledge to promote within the local community.

Marketing and Communications:

- Collaborate with the Event Manager, the Development Manager, and the Director of Programming and Audience Engagement to create compelling and engaging Museum communication materials including social media, email newsletter, calendar, and other collateral.
- Oversee social media strategy and metrics. Handle all day-to-day management of social media accounts, including posting and monitoring and responding to direct messages and inquiries.
- Oversee day to day maintenance and content updates to the MVM website.
- Manage marketing and creative consultants, and execute all marketing, advertising, communications, and public relations initiatives for Museum, Cooke House Gardens, and two Island lighthouses in print, radio, e-mail, and social media outlets. Market the museum to group tours, cruise ships, bus tours, etc.. Coordinate their attendance with the Visitor Services team.
- Share creative ideas for marketing and promotion.
- Project manage updates to the MVM website, working across all departments.
- Look for ways to innovate within MVM's online presence and advance as changes in technology emerge, while staying within Style Guide parameters.
- Communicate internally with co-workers on upcoming marketing strategies or events.

Other Potential Responsibilities:

- Support Managing Director with annual budgets in collaboration with Director of Finance and Operations.
- Support Managing Director with material preparation and note taking for Board and committee meetings.
- Design Annual Report and coordinate with stakeholders to collect relevant content and data.



- Support MVM programs and events, including assisting with logistics.
- Support the organization with administrative tasks (meeting note taking, office supply management, mail distribution), as required and as schedule permits.
- Actively participate in the life of the Museum.

Desirable Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum 3 years experience in marketing and communications, however entry level candidates with internships will be considered for an Associate role.
- Strong understanding of various marketing channels and strategies, with a focus on digital marketing.
- Excellent project management, communication, and decision-making skills.
- Ability to think creatively and strategically, with a results-driven mindset.
- Proficiency in marketing analytics tools (e.g. Google Analytics) and performance metrics.
- Demonstrated proficiency in standard office software such as Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets), and graphic design tools (e.g. Canva, Adobe Suite).
- Demonstrated proficiency in website technology (Word Press).

Physical Requirements:

- Must be able to stand or walk for prolonged periods of time.
- Able to climb several flights of stairs, a ladder, and maneuver through a low doorway at the Edgartown lighthouse tower.
- Able to work indoors and outdoors for extended periods of time.
- Able to assist with moving tables and chairs periodically.

How to Apply:

Due to the severe housing shortage on Martha's Vineyard, we encourage local area residents to apply.

To apply for this position, please send your cover letter and resume to the Martha's Vineyard Museum at careers@mvmuseum.org.

Applicants are subject to a Criminal Offender Record Information (CORI) background check by the MVM.

At the Martha's Vineyard Museum, we value diversity and strongly encourage applications from individuals from all identities and backgrounds. All qualified applicants will receive equitable



consideration for employment based on their experience and qualifications, and will not be discriminated against on the basis of race, color, religion, disability, national origin, age, sex, pregnancy and pregnancy-related conditions, gender identity, sexual orientation, genetic information, veteran status, ancestry, or national or ethnic origin.