

# The Branch

## Museum of Architecture and Design

### MARKETING MANAGER

The Branch Museum of Architecture and Design (“The Branch”), located in beautiful Richmond, Virginia, is dedicated to exploring the impacts of design in everyday life, inspiring individuals and communities to create a more equitable, beautiful, and productive future. The Branch House – the museum’s home on Monument Avenue – was designed by John Russel Pope in 1916 and was listed on the National Register of Historic Places in 1967. Following significant repairs to the building, the museum has recently completed and is implementing a new five-year strategic plan.

To further our mission, The Branch seeks a highly collaborative Marketing Manager. This is a key position, essential to the museum’s brand development, and candidates must be creative and compelling storytellers interested in design topics. They will work with the museum team to develop and implement institutional and programmatic marketing plans aimed at engaging professional and public audiences, thereby increasing awareness of our mission, attendance, membership, and philanthropic support. Candidates should have experience with a variety of communication channels, as they will oversee media relations, print marketing, and digital communications platforms.

### RESPONSIBILITIES

- **General:** Develop creative, strategic institutional and programmatic marketing plans. Develop and administer accessible, compelling content for a variety of marketing and communications channels. Manage visual and verbal consistency of the museum’s brand, standard formatting, and sign-offs. Develop and manage institutional communications calendars, ensuring timely dissemination of information and campaigns to key outlets and audiences.
- **Media:** Conduct media research and develop comprehensive press lists. Develop relationships with media outlets. Author compelling media releases and fact sheets, strategically targeting distribution. Solicit feature stories and appearances on radio and TV. Plans press previews and visits. Respond to media inquiries.
- **Website:** Oversee and implement routine website changes and updates. Ensure all public information is correct and current.
- **Advertising and Promotion:** Work with media outlets to strategically place paid advertisements. Promote the museum to hotels, local and regional tourism offices, chambers of commerce, professional design member organizations such as AIA, AIGA, etc.
- **Outreach and Partnerships:** With the support of the Events Manager and entire staff, plan and executive open houses to engage new audiences. Cultivate partnerships and sponsorships with aligned organizations and businesses.
- **Newsletter:** Coordinate engaging content for monthly email newsletters (via Constant Contact) to share with members and general audiences, maintaining lists and segments. Manage other email blasts in support of museum activities as needed.
- **Social Media:** Develop a content calendar for the museum’s social media accounts. Write, design and post meaningful and impactful organic and paid content with an eye toward consistency in visual identity and organizational voice. Monitor engagement and handle comments in a timely and professional manner. Explore potential presence on additional social media channels.
- **Photography:** Photograph/video or arrange photography/videography for museum events and programs for use in marketing and for archival purposes.

- Design: Design and/or manage the design of print and digital marketing and communications materials, digital assets, program collateral, sponsorship/pitch documents, presentations, annual reports and other institutional documents. Develop an institutional style guide and other communications policies and procedures. Work closely with printers and contract graphic designers as needed.
- Research and Reporting: Research and analyze community and audience demographics to target marketing and communications. Document and measure the success of marketing and public relations initiatives to make data-driven improvements and ensure successful campaigns.
- Develop and manage marketing budgets.
- Prepare reports for staff and board as needed.
- Other duties as assigned.

### **QUALIFICATIONS**

- BA/BS in Marketing, Communications, or related field, or comparable combination of education and experience.
- Minimum 2 years' non-internship marketing/communications experience in a professional environment.
- Museum, arts, or non-profit experience highly desirable; interest in design and preservation a plus.
- Experience producing content for print, website and social media communications in a clear, concise and engaging manner.
- Success innovating projects that drive participation and enhance brand recognition and reputation.
- Success implementing museum-wide identity and communications standards.
- Experience working with the press.
- Understanding of social media use for promotion and organic engagement, and related tools.
- Keen eye for graphic design and detail.
- Proficient in the MS Office and Adobe design suites, as well as photo/video editing tools.
- Experience with Constant Contact or other email services.
- Working knowledge of WordPress and Google Analytics.
- Ability to determine and track metrics to measure effectiveness of communications plan against intended outcomes and the museum's strategic plan.
- Creative, strategic thinker interested in new and exciting ways to engage diverse visitors.
- Strong interpersonal communication skills, centered on teamwork, humility, and humor.
- Exceptional ability to write clearly and persuasively, with strong editing skills.
- Open-minded and excited by change, because every day is different at The Branch.

### **Working Conditions**

- This role is full-time exempt (40 hours/week) on-site, typically Monday-Friday (a Tuesday-Saturday schedule may be available).
- Some evening and weekend hours will be required, especially during peak periods and special events.
- We recognize that burnout is prevalent in the nonprofit world and offer compensatory time for exempt staff, as well as a generous paid time off policy.
- Local travel required to meet with partners and attend meetings; must possess and maintain a valid driver's license.
- Must have the ability to lift/exert force to 25 pounds.

### **EEO Statement**

The Branch Museum of Architecture and Design is fundamentally committed to the diversity of our staff. Together, we aim to create and maintain working environments that are inclusive, equitable and welcoming. We encourage applicants from underrepresented groups who will enrich the mission of the museum. We do not discriminate against any individual or group of individuals based on age, color, disability, gender, national origin, race, religion, sexual orientation, or veteran status.

**Compensation and Benefits**

This is an Exempt level, full-time benefited position located on-site in Richmond, VA. The annual salary is \$45,000, with growth opportunities in an expanding and progressive workplace. We offer generous paid time off, health insurance, a 403b retirement plan, with additional benefits being added in the new fiscal year. The museum must perform reference and background checks on all new hires prior to employment.

**To Apply**

Please submit a cover letter with your resume that details how your experience and qualifications relate to the responsibilities outlined above to [info@branchmuseum.org](mailto:info@branchmuseum.org).

**COVID Vaccination Requirement**

The Branch Museum of Architecture and Design expects all current and new employees to be vaccinated against COVID-19. New staff will be required to provide proof of vaccination. Employees may request a medical or religious exemption from vaccination and be willing to obtain weekly prevalence testing.

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