



Position Title: Associate Director of Marketing

Department: Marketing	
Classification: <input checked="" type="checkbox"/> Exempt <input checked="" type="checkbox"/> Salaried \$	Weekly Hours: <input checked="" type="checkbox"/> Full-Time
Reports To: Director of Advancement	

POSITION OVERVIEW

The Associate Director of Marketing reports directly to the Director of Advancement and works closely with the Associate Director of Communications in establishing and implementing a strategic and creative marketing plan that builds visibility and amplifies support and engagement for the Bakken Museum’s diverse offerings. This person will also create and implement a marketing plan and materials for a Capital Campaign that will provide new spaces for our expanding exhibit and learning programs. As a member of the leadership team, they will help inform execution of the Bakken Museum’s strategic plan related to shifting needs and organizational growth. This individual will ensure that the museum has a succinct and complete marketing strategy.

ESSENTIAL DUTIES AND RESPONSIBILITIES	
Job Function	Weight Percentage
<p>General Marketing Responsibilities:</p> <ul style="list-style-type: none"> • Develop, implement, and evaluate the annual marketing and advertising plan for the museum’s audience segments • Collaborate with Associate Director of Communications to execute a comprehensive marketing and communications plan • Develop, implement and evaluate capital campaign marketing and advertising plan • Lead the production and placement of clear, effective advertising and promotional creative and secure placements that engage target audiences • Develop print and digital collateral • Manage relationships with marketing sponsors and other external stakeholders to ensure success of The Bakken’s initiatives • Work with a variety of internal partners to promote museum programs • Manage the museum’s marketing and advertising budget • Assess effectiveness of various marketing strategies. Report on them and adjust plan accordingly • Other duties as assigned 	

POSITION REQUIREMENTS

The ideal candidate will balance creative passion with strategic thinking to maximize marketing effectiveness. In addition to:

- Stellar written and verbal communication skills
- A keen eye for good design
- Knowledge and comfort with the evolving media landscape and media consumption habits
- The ability to happily juggle multiple projects
- A minimum of 8 years of direct experience in creating and managing advertising and marketing campaigns and related budgets
- A BA/BS in marketing or related field from an accredited university
- Expert in using Adobe Creative Suite, HTML and Wordpress

CORE COMPETENCIES

Commitment to Diversity

Eager to work effectively with other employees, partners and participants without discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, disability, age, family composition, marital status or socio-economic status. Committed to opportunities to support cultural diversity in the workplace.

Commitment to Service

Responsive to the needs and requests of the museum's visitors, event guests, and organization partners. Extends courtesy, friendliness and overall respect to others.

Interpersonal Communication and Teamwork

Listens well and is open to others' perspectives. Develops strong working relationships and values them as critical to effective work.

Initiative

Demonstrates willingness to make significant contributions with little direction. Voluntarily starts projects. Exercises good judgment and independent actions when appropriate.

Flexible

Adaptable and responsive to change. Able to respond to requests in a timely manner.

The above statements are intended to describe the general nature and level of work performed by the staff member assigned to this position. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.