



Marketing Manager

Department of External Relations

Status	Full-time, exempt
Schedule	Five days per week
Supervisor	Director of External Relations
Compensation	\$50,000 per year plus benefits

MISSION OF PORTLAND CHILDREN'S MUSEUM

We develop innovative problem-solvers through playful learning experiences that strengthen relationships between children and their world.

ORGANIZATION OVERVIEW

Portland Children' Museum consists of three aligned entities: (1) the Museum, where exhibits and programs serve the public both on- and off-site, (2) Opal School, a tuition-based pre-school and K-5 public charter school, and (3) the Museum Center for Learning, which researches fresh approaches to education and provides professional development to educators. In this description, Museum, School, and Center refer to the specific entity, while Portland Children's Museum (or, "the organization") refers to the whole.

OUR COMMITMENT TO DIVERSITY AND INCLUSION

In the Portland metro area, 47% of students are children of color. At Portland Children's Museum, we strive to have our guest and school families reflect that diversity, and for our staff and board to be equally diverse. We are committed to eliminating barriers to access and equity and see a diverse workforce as a key step toward this goal. We actively seek to recruit, hire, promote, and retain a diverse workforce—one that welcomes and engages people from every background. We value our staff members, volunteers, and board members and their individual backgrounds, which further our ability to serve and learn from the diverse families that enrich our community. We invite you to join us on our journey.

POSITION SUMMARY

As part of the External Relations department, the Marketing Manager defines and ensures a high-quality voice and visual image for the organization consistent with its vision, mission, and values. The Marketing Manager supervises the Graphic Designer and Social Media Coordinator, and together they execute a marketing strategy that ensures brand integrity and alignment with the organization's learning approach. The Manager intersects with other leaders in the organization to support their program plans with thoughtfully constructed marketing campaigns that may include print or digital advertising, media relations, website placement, newsletter articles, and/or social media. This individual regularly evaluates marketing efforts and analyzes data to alter plans, track progress, report to program managers, or capture insights for subsequent campaigns. The Marketing Manager should be an excellent planner, creative thinker, clear communicator, and idea generator who is forthright in sharing thoughts, reflections, ideas, and insights.

RESPONSIBILITIES AND DUTIES

Planning, Strategy, and Execution (45%)

- Develops an annual strategic marketing plan to create high visibility for the organization in support of organizational initiatives and departmental programs with particular emphasis on driving revenue.
- Develops and executes creative, cost-effective marketing campaigns to promote various projects including paid advertising, public relations, print publications, signage, website, digital initiatives, and/or social media.
- Develops and manages the marketing budget to optimize return on investment.
- Establishes metrics to measure success of plans, analyzes progress, and alters course as necessary.

Relationships Management (40%)

- Serves as primary contact for other departments requesting marketing services. Helps departments articulate marketing goals and proposes appropriate solutions and campaigns that include realistic timelines and deliverables based on marketing expertise, best practices, and available resources.
- Supervises Social Media Coordinator who plans and executes social media campaigns, generates copy and prepares newsletters, takes photographs, oversees organizational photo library, and other tasks as assigned.
- Supervises Graphic Designer who designs online and print publications, signs, and ads; assists with scheduling, prioritization, and style and tone of graphic outputs.
- Serves as marketing liaison between Museum and Explore Washington Park, and attends PAMA (Portland Area Marketing Alliance) meetings.
- Develops and maintains relationships with members of the press, writing and disseminating press releases, responding to requests, and coordinating media visits.
- Develops and maintains relationships with advertising sales representatives, coordinating ads and negotiating contracts.
- Serves as primary contact with web contractor to maintain website functionality.
- Manages benefit fulfillment, e.g., logo placement and signage for corporate and foundation sponsors and supporters.
- Develops and maintains relationships with caregivers of children whose images are used in marketing materials, social media influencers, community event promoters, and others who help increase our visibility and strengthen our brand.

Brand Management (10%)

- Oversees and maintains the visual brand and institutional voice of Portland Children's Museum, communicating with and training coworkers as needed.
- Collaborates with internal teams and/or consultants on brand identity, organizational voice, and rebranding opportunities as the organization grows and evolves.
- Maintains aesthetic ownership of the website, creating new event pages, uploading banners, altering Museum hours, and more as needed.
- Manages customer complaints filed digitally, investigating the issue and communicating back respectfully, serving as the voice of the organization in these situations.
- Develops, maintains, and ensures compliance with Museum style guide for both graphics and text.

Other (5%)

- Learns and absorbs the organization's educational philosophy in order to weave tenets into external messages to stakeholders.

- Supports and attends signature fundraising event and donor events as needed.
- Involved in crisis communication planning and execution
- Participates in communicating organizational changes
- Performs other responsibilities and duties as assigned.

QUALIFICATIONS

Skills

- Bachelor's degree preferred, with at least two years relevant experience.
- Superior communication skills, both orally and in writing.
- Experience with Trello, Hootsuite, MyEmma or similar email marketing software, Drupal, and Survey Monkey.
- Ability to direct photo shoots and select compelling images; personal photography skills preferred.

Competencies

- Ability to accommodate the needs and requests of colleagues while maintaining boundaries to foster efficiencies and effectiveness within the marketing team.
- Superior time management skills; organized, efficient, detail-oriented, resourceful, and productive.
- Works well as a team player and is able to handle projects as a self-starter.
- Capacity to work in an environment that is fast-paced with a wide diversity of backgrounds, cultures, and professional disciplines.
- Ability to communicate with Director of External Relations, Executive Director, department directors, and coworkers in an efficient, effective, and timely manner.
- Ability and willingness to comply with all aspects and issues outlined in the Portland Children's Museum Employee Manual.

WORKING CONDITIONS

40 hours per week, occasional evening and weekend work-during peak periods. Must be able to meet strict multiple deadlines. Must be available to reply to urgent digital complaints or communicate time-sensitive messages after hours.

TO APPLY

Please email a resume and cover letter to resumes@portlandcm.org and reference "Marketing Manager" in the subject line. In addition to sharing whatever you deem relevant, please reference the following:

1. Demonstrate with examples the ways in which you are a strategic thinker and how you balance that skill with task execution.
2. What do you think makes a strong brand?
3. How do you/would you approach effective project management when you have multiple program managers bringing projects to the marketing team?