

Director of Marketing, Promotions and Public Relations - Museum of Idaho

Position Description/Responsibilities:

JOB DESCRIPTION

The Museum of Idaho (MOI) is seeking a Director of Marketing, Promotions and Public Relations to be responsible for maintaining and expanding the established programs in support of the traveling exhibitions and the Museum itself. A successful candidate would be characterized by a professional can-do-spirit; a desire to know and respond to sponsors, media and the community; the ability to work well under pressure; set and meet annual goals; demonstrate the ability to integrate a successful marketing campaign with each exhibit and event held within the MOI. The director will be apt to working with volunteers of all ages, as well as supervising and managing a staff within the marketing department.

REQUIRED SKILLS

The position requires demonstrated skills/success in:

- developing sponsorship proposals both cash and value-in-kind (VIK) and fundraising activities to maintain and expand the annual marketing budget
- developing and implementing a promotional plan that effectively features and communicates the current traveling exhibition and other MOI programs to the general public and tourists
- manage and coordinate several Private Grand Opening Exhibition Receptions
- ability to write and distribute media releases and develop solid public relations with newsprint, radio and television organizations

The marketing department and all promotional events are to function on the highest professional and ethical level so as to be sustainable for the future, always keeping the MOI mission statement as their grounding.

The above responsibilities are subject to change at the direction of the Museum of Idaho Executive Director.

Please submit your cover letter and resume to annvance@museumofidaho.org or you may drop it by at the front desk of the museum. No phone calls, please.

The closing date to submit materials will be Tuesday, August 10 at 5:00 PM.