

# Phoenix Art Museum

www.phxart.org

## DIRECTOR OF MARKETING AND PUBLIC RELATIONS PHOENIX, ARIZONA

Phoenix Art Museum is seeking a creative, energetic, and experienced **Director of Marketing and Public Relations** to provide leadership and management for the direction, planning, and execution of marketing and public relations strategies, programs, events, and initiatives to expand the Museum's audience and maximize revenue. The Director of Marketing and Public Relations will execute tactical plans to promote the values and mission of the Museum and to position the Museum as an arts leader, a vibrant destination, and cultural hub for metropolitan Phoenix.

### Requirements:

- 7+ years progressively responsible marketing and managerial experience, with a proven record of success in a highly dynamic environment; bachelors degree in marketing, communications or business administration.
- Extensive experience in general/consumer marketing strategy, campaign execution, and branding
- Experienced in website development, search engine optimization, pay per click advertising, social media and email campaign management.
- Demonstrated leadership to develop strategic plans and implement programs.
- Ability to successfully build strong partnerships and interpersonal relationships.

### Leadership

The ideal candidate must value and be able to articulate Phoenix Art Museum's mission and speak of it with authentic passion. She/he must be a good listener, with the ability to synthesize ideas, seek alignment with the Museum's goals, and move from idea to action.

The ideal candidate is a strong leader, and an assertive and open communicator. She/he is a strategist and knows how to effectively pull diverse people together to implement initiatives. The ideal candidate has effective people skills, is a natural coach and mentor, and enjoys developing team members' skills and abilities. She/he takes a consultative approach to coaching the organization's leaders in all aspects of marketing and communications in support of the Museum's goals.

The ideal candidate brings an element of risk, open mindedness, creativity and entrepreneurial spirit to voicing opinions tactfully and to challenging the status quo. She/he has credible experience to lead the overall marketing strategy, communicate what drives attention to destination marketing and branding, and implements activities to achieve increased revenue. She/he encourages a results-oriented culture that is strong in tracking sales and advertising promotions, ROI, and campaign outcomes. She/he also inspires a culture of vivacity and collaboration with expectations of high performance.

### Job Functions

1. Work closely with the Museum Director and management staff in the development and implementation of short and long term strategic goals for the Museum.
2. Develop the Museum's annual strategic marketing plan and implement all tactical marketing decisions.
3. Develop, implement and manage marketing metrics to optimize media mix and track long term goals; report results on a regular basis.

4. Identify new business and marketing opportunities both within and outside that align with and support the Museum's strategic plan.
5. Understand visitor profiles to reach core audience and identify strategies and market placement to reach new audiences; research and evaluate Museum's online and offline audiences and refine marketing model; identify trends and forecast attendance.
6. Develop community based programs and events to help broaden audience participation.
7. Create short and medium term marketing and public relations campaigns.
8. Develop and oversee the design, production and media placement of Museum advertising.
9. Oversee the design and production of all Museum publications.
10. Develop and execute tactical plans including but not limited to radio, print, television, online, outdoor and on streets.
11. Plan and conduct media relations and, as needed, crisis communications.
12. Oversee the Museum's suite of online tools and emerging technologies including but not limited to website, social media, email, mobile applications, and mobile tagging.
13. Foster external partnerships to broaden marketing committee representation, drive traffic and support the Museum's community based efforts.
14. Collaborate and consult with all Museum departments, external support organizations, and Marketing Committee to strengthen marketing and communication strategy and execution for their distinct audiences.
15. Collaborate with Development staff to develop in-kind promotional sponsorships for Museum exhibitions, programs, and activities.
16. Prepare and manage annual marketing budget.
17. Supervise marketing and public relations staff and oversee their activities.
18. Perform other related duties as assigned.

### **Internal Relationships**

This position reports to the Museum Director, supervises marketing and public relations staff, and serves as liaison to the Marketing Committee of the Board of Trustees.

### **Background Information:**

Phoenix Art Museum, opened in 1959, has grown to be a vibrant, leading visual arts institution in the Southwest. The founding of the Museum and its development reflect the constant commitment from the community and mirror the growth of Phoenix from a small desert town into the sixth largest city in the United States and the eleventh largest metro area. The Museum is the Southwest's premier destination for world-class visual arts with 220,000 square feet in gallery, education, and presentation space designed by New York architects Tod Williams/Billie Tsien & Associates. The Phoenix Art Museum visitor is immersed in culture while viewing popular exhibitions that feature artists such as Rembrandt, Norman Rockwell, Monet, and Annie Leibowitz.

The Museum has a collection of more than 19,000 works of art, emphasizing Modern and Contemporary, American, European, Latin American, Asian, Western American Art, Photography, and Fashion Design. Twelve organizations support the Museum through fundraising and volunteer efforts. Last year, over 3,100 individuals volunteered an approximate 119,000 hours through various committees, support groups, education programs, events, and exhibitions.

As Arizona's cultural hub for nearly 50 years, Phoenix Art Museum presents festivals, live performances, independent art films and educational programs for people of all ages that will both enlighten and entertain. The Phoenix Art Museum operates with an annual budget of approximately \$8.5 million (FY2012) and serves more than 225,000 visitors annually.

### **Compensation and Benefits:**

Very competitive compensation package commensurate with experience, including health and dental insurance, life insurance, long-term disability coverage, a Museum-funded pension plan; vacation, holiday and sick pay; Museum membership; and great discounts at Museum Store, Café, and other cultural organizations in the Valley.

**To apply:**

Send letter and resume with a summary of demonstrable accomplishments to:

Email: HR@phxart.org

Fax: (602) 257-2127

Mail: Human Resources Department  
Phoenix Art Museum  
1625 N. Central Avenue  
Phoenix, AZ 85004-1685

\*Please reference job code **PAM-MKTDIR** in your submission.