

Director of Marketing

Grade: 14

Reports to: President and CEO
Job Status: Exempt, Full-Time

Department: Marketing
Approval Date: February 1, 2017

Job Summary:

The Director of Marketing is responsible for developing and implementing an effective marketing strategy to support the vision and help achieve business goals. Reporting to the President and CEO, this key senior level position will develop an integrated, multi-channel marketing campaign to generate attendance and revenue; conduct market research and develop consumer insight; direct a public relations plan to increase awareness and visibility of the Aquarium's mission; provide strategic direction for advertising and promotion; oversee the facility rental and group sales programs; support the revenue generation of the Advancement department; collaborate with fellow members of the Senior Leadership Team, the Board of Directors and key teams; and direct the day-to-day activities of the marketing team.

Essential Functions:

- Develops an integrated, multi-channel marketing campaign that engages audiences in support of Aquarium strategic goals and objectives.
- Oversees consumer research initiatives and frames the approach for generating attendance, maximizing revenues, developing brand loyalty, and supporting the conservation and education mission of the Aquarium.
- Directs the implementation of advertising and promotional plans, working with internal and external stakeholders.
- Drives social media strategy and keeps a pulse on new trends in the digital marketing and communications space.
- Develops and implements a public relations plan that enhances brand recognition and awareness and maximizes connections with key audiences.
- Develops a thorough and well-considered crisis communication plan.
- Directs a robust sales program comprising group, consignment and special event revenue streams.
- Oversees marketing programs and collateral in support of revenue generation with the Advancement Department.
- Working with internal stakeholders, develops the positioning and messaging to leverage key conservation programs and assets.
- Identifies and activates unique and effective strategic partnerships for both traditional and nontraditional marketing campaigns.
- Ensures that communication throughout the Aquarium is reviewed and aligned with brand strategic objectives, and incorporates best practices in all marketing policies and procedures.
- Establishes a culture of fun, creativity and collaboration within the marketing team and in partnership with all internal stakeholders.
- Focuses on performance standards, utilizing effective metrics to establish and assess ROI.
- Collaborates as an integral member of the Strategic Leadership Team and participates in all aspects of the Aquarium's strategic planning.
- Serves as communications advisor to Strategic Leadership Team and Board of Directors.

Other Duties and Responsibilities:

- Supports the mission by participating in Aquarium-sponsored programs and events on a regular basis.
- Performs other duties as instructed by the President and CEO.

Knowledge, Skills, and Abilities:

- Ability to plan and manage at both strategic and operational levels
- Ability to work collaboratively with colleagues to create a team-oriented environment
- Excellent time management, project management and organizational skills
- Inspiring and motivating leader capable of driving results and mentoring staff
- Excellent writer, speaker and communicator
- Creative thinker
- Ability to conceive and shape strong narratives for diverse and multiple audiences
- Analytical, with directly relevant consumer research experience
- Strong judgment and ability to work in a fast-paced, rapidly evolving landscape
- Master of both relevant traditional marketing techniques as well as cutting edge tools
- Demonstrated experience in social media, digital marketing and SEO
- Effective at briefing and directing a creative team
- Highly organized and detail conscious
- Dynamic consensus builder and effective presenter
- Sense of humor and work-life balance

Education and Experience Required:

- Bachelor's and/or Master's Degree in Marketing, Business Management or related field
- 10+ years of progressive leadership in marketing, advertising, brand management and related functions
- Direct experience in consumer marketing and entertainment/attraction industry
- Nonprofit experience preferred but not required

Supervision of others:

- Assistant Director of Marketing (direct)
- Public Relations Manager (direct)
- Senior Group Sales Manager (direct)
- Senior Manager of Marketing (direct)
- Hospitality Sales manager (indirect)
- Event Sales Manager (direct)
- Special Events Coordinator (indirect)
- Advertising and Promotions Manager (indirect)
- Graphic Designer (indirect)
- Marketing Communications Coordinator (indirect)
- Marketing Program Specialist and Earned Media Coordinator (indirect)
- Marketing Outreach Assistant (indirect)

Physical Requirements and Working Conditions:

Mark (x) to what applies to this position:

- Average walking, standing, bending, stooping, sitting, and computer and phone tasks
- Normal office environment
- Contact with customer, outside vendors and the public.

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.