

Hours: Full time salaried, nights & weekends as necessary
Reports to: Director of Development & Partnerships
Last Revision: 07/10/17
Salary: \$42,000-\$45,000
Deadline: Rolling, ready to hire immediately

What's great about this job

You will have the chance to make your mark on the MAH by shaping the future of marketing, communications, and branding at the MAH for years to come. You will lead the strategy, content, and distribution of all our marketing, communications, and press. This is a growing organization, so one minute you'll be reporting on institutional metrics and the next moment you'll be out in Abbott Square posting to Instagram. Come work with a collaborative, results-oriented, fun team dedicated to fueling the MAH with the people and financial resources necessary to build a stronger, more connected community.

What you'll be doing

- **Drive attendance to our events and exhibitions**
Promote the MAH's exhibitions, events, programs, and rentals through all channels: social media, e-newsletter, website, quarterly print newsletter, press releases, event signage, and more.
- **Generate more giving, volunteering, and partnerships**
Manage lead generation campaigns to create more donors, members, sponsors, volunteers, and collaborators.
- **Build the MAH's external image and voice**
Build and maintain voice guides, branding language, and other materials necessary for a consistent voice across the MAH and all of our properties.
- **Create world class digital content**
Manage all content on the MAH website, Abbott Square website, and online presence. Produce original content, including partner stories, behind-the-scenes stories, & more.
- **Interface with the Press**
Write, edit, and distribute publicity to the media including, but not limited to, news releases, public service announcements, and calendar entries.
- **Lead a team of interns**
Build and manage a team of interns who attend and photograph all MAH events.
- **Scale our marketing & communications**
Use Salesforce to support broad and scalable communications. Build reports to assist development efforts with intelligent targeting and segmentation.

Here's how you can be excellent at this job

- **Write superbly**
You prove that you can adapt your writing to the MAH's existing voice guide and write well enough to define the MAH's public voice for years to come.
- **Be a social media power user**
You use social media in your personal life and have developed a distinct style/voice. You are able to adapt to meet the MAH's needs.
- **Set goals and measure everything**
You measure everything you do and define success with measurable results. You are able to define meaningful metrics for the organization and you hold yourself and your team accountable to hitting those goals. You are proficient with Salesforce, Google Analytics, Mailchimp, or other marketing automation tools.
- **Put partners/visitors/community first**
You bring voice to our partners and visitors and reflect what they value back to the community. You are a cheerleader for our diverse community in everything you do.
- **Plan and roadmap**
You plan months in advance with marketing roadmaps. You meet deadlines, create and stick to plans, and love checklists.
- **Flex your graphic design chops**
You are comfortable working with Photoshop, Illustrator, and video editing tools and can direct the production of high-quality graphics, images, and marketing collateral.

Bonus Points if you...

- Speak Spanish
- Have existing relationships with local and regional press
- Play well with teams in a highly collaborative environment
- Are driven to adapt and continually learn, and unafraid of failure
- Have experience in cause-driven campaigning, community organizing, or marketing
- Have a personal understanding of what it feels like to be excluded, ignored, or just passed over by the arts. We are looking for someone who can help connect new people to the museum, not just preach to the choir.

Ready to Apply?

- Prepare a written resume and a cover letter
- Gather or produce the following four materials:
 - a. Three personal Instagram or Facebook posts that show off your style
 - b. One marketing metric that you think the MAH should track and why

- c. A new title, event description, and image to make this event (<https://santacruzmah.org/event/friday-re-fashion-race>) sound exciting, fun, and memorable. Pictures here:
<https://www.flickr.com/photos/santacruzmah/albums/72157683516175631>
- d. A one-page marketing plan for our GLOW festival. Use this photo album (https://www.facebook.com/pg/santacruzmah/photos/?tab=album&album_id=1157049307707408) and this event page (<https://santacruzmah.org/event/glow/>) to help you conceptualize the project.
- Send your resume, cover letter, and four materials to jobs@santacruzmah.org in one PDF with a subject line of 'Marketing & Communications Catalyst'