About the job

The Opportunity
Museum of the African Diaspora (MoAD) in San Francisco seeks an enthusiastic and self-motivated Director of Marketing who will lead marketing and communications for the Museum's mission and programs to visitors, members, corporations and artists. The ideal candidate has experience in marketing campaign development, social media and digital marketing, publicity campaigns, traditional and online communications, audience development, media partnerships, collaborating with community organizations, and is passionate about Black culture.

Reporting to the Executive Director, the Director of Marketing is responsible for overseeing the marketing team, freelance contractors (graphic design, PR, content), working cross-functionally with other departments and museum leadership, to develop the strategic direction and management of MoAD's marketing efforts. The position will work closely with leadership and board of directors to develop institutional marketing and communications goals and planning. In addition to overseeing paid media, this person will be responsible for MoAD's earned and owned media such as, website, email marketing, weekly newsletters, member communications, social media, communications and will identify opportunities to grow MoAD's audience reach and retain existing members. The ideal candidate would seek to create dialogue, build relationships, and engage various communities with MoAD's programs.

DUTIES AND RESPONSIBILITIES
- Communicate MoAD's mission with an emphasis on diversity, equity, and inclusion
- Design & implement communications plan strategies with key constituents
- Identify relevant events, partners, and markets for promotional opportunities
- Serve as point of contact for MoAD social media, graphic design, and public relations contractors
- Manage Digital Content Manager
- Lead marketing campaign development and management including strategy development and media buying
- Manage department budget
- Work with Digital Content Manager to ensure MoAD website is consistently updated and accurate
- Collaborate with staff to strategize campaigns, partnerships, activities, and content to drive web traffic & social network interactions
- Be an ambassador of the MoAD brand & identity
• Maintain and coordinate communications about MoAD programs and activities using methods such as list serves, direct mail, email, targeted lists, blogs, and social media
• Maintain email database and CRM
• Design & produce collateral materials and oversee outsourced design & print contractors
• Work closely with designers and vendors to execute production and installation of selected marketing content and collateral for various MoAD campaigns and the Museum’s exhibitions
• Coordinate communications and marketing strategies for new exhibitions
• Develop and maintain relationships with writers and editors of arts journals, media outlets, and publications
• Lead weekly marketing meetings with Education, Exhibitions & Public Programs departments on marketing various MoAD programs
• Research new marketing opportunities for the institution
• Support development team in fundraising campaign & membership marketing materials
• Track marketing metrics for success and reporting
• Report on marketing updates at staff meetings

PREFERRED QUALIFICATIONS
• 5+ years experience in marketing, media buying, communications, social media, strategic planning and budget management
• Experience with non-profit arts organizations
• A strong commitment to the visual arts and social justice
• Demonstrated project management and organizational skills, with ability to prioritize and balance multiple tasks at the same time
• Ability to set priorities, meet deadlines, and ensure completion of projects on-time or ahead of schedule
• Excellent written & verbal communication skills
• Detail-oriented with demonstrated attention to accuracy
• Ability to work independently as well as part of a team
• Flexible, creative, and able to thrive in a fast-paced environment while maintaining a sense of humor

DESIRED SKILLS & EXPERIENCE
• Familiarity with issues relevant to the African Diaspora and communities of color
• Demonstrated ability to achieve results through creative and diverse strategies
• Ability to adapt to changing priorities and respond to shifting needs
• Digital marketing experience and proficient in Email, Social, SEO, SEM, and web analytics
• Track record of establishing and assessing communications goals and successes
• Experience with donor/member relations retention and acquisition
• Some college or equivalent work experience in a related field
• Knowledge of HTML/CSS, web content management systems, and the Adobe Creative Suite
• Experience with email marketing tools (Constant Contact, WordFly, Mail Chimp)
• Proficient in MS Office 365
• Working knowledge of CRM / Ticketing programs such as Altru, Tessitura
• Working knowledge of project management SAAS Monday.com, Asana

What we look for in our staff: the ability to imagine, the energy to create and explore new ideas and the freedom of spirit to celebrate our diverse community. To learn more about MoAD visit our website at moadsf.org. No calls, please. EOE.

Diversity makes us stronger. MoAD is committed to diversity in its programming and creating an inclusive work culture and environment that is reflective of the San Francisco Bay Area. All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, religion, sex, age, national origin, protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information, or any other characteristic protected by law. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.

BENEFITS
MoAD will consider a salary range between $75k-$90K, depending on experience. A comprehensive benefits package, including health insurance, 401K, and vacation and sick leave will be a part of the total compensation package.

To apply, please e-mail mwhite@moadsf.org with a cover letter and resumes. No phone calls, please. All inquiries will be considered and kept confidential.