



DIRECTOR: MARKETING AND EVENTS

The Director of Marketing and Events will be accountable for the production of print materials, engagement of media to spotlight the museum, creation of video and all social media content that will promote the museum. Additionally, this position will create the marketing collaterals for summer camps, early childhood programming, group sales and field trips, birthday party packages, special promotional events, and much more. The Director of Sales & Events is also responsible for the management and fulfillment of the museum's hosted events and provides significant oversight in driving sales whether that be through gate revenue, events, sponsorships, and/or grants.

This person will be meeting with corporate members to discuss museum sponsorships using those collaterals to increase the understanding of others about the value of TrainTastic to the community.

Recognizing this position is responsible for revenue generation, the Director of Marketing & Events is responsible for assisting the Executive Director in the Museum's development and, annual giving strategies, corporate giving and sponsorships, fundraising events, and membership, as well as assisting with grant writing projects, as appropriate.

This Director will serve as a member of the Senior Team.

Supervisor/Manager:

The Director of Marketing and Events reports directly to the Executive Director.

Job Responsibilities:

- Develops and oversees a sales plan that will increase attendance and drive revenue.
- Supervises, designs, and generates all marketing materials of the museum, including membership programs, sponsorships, birthday parties, early childhood, and group field trip sales as well as special events held in the museum
- Generates new business and supports existing business in all relevant sales and marketing channels.
- Maintains positive mutually beneficial relationships with all museum partners.
- Lead and direct all marketing, sales, events and development strategies for the museum.
- Develops mission-based marketing content for e-blasts, social media, and the website
- Supervises the writing, design, editing, and production of all development materials including individual, and foundation/corporate solicitations, invitations and collateral materials for events, and other development-related content
- Leads, in collaboration with the Executive Director, and manages information and contacts to individual giving, corporate giving, grants, fundraising events, and membership.
- Establishes individual and department goals to ensure that the organization meets its annual sales and fundraising goals



- Maintains donor recognition plan. Guides and supports the major gift efforts of the Executive Director, Board, and other volunteers
- Strategizes plans and supervises fundraising for special projects
- Designs, coordinates and fulfills the museums hosted events.

Qualifications:

- Has experience in CANVA or similar software to produce brochures and collaterals
- Excellent presentation, verbal and written communication skills
- Excellent interpersonal and negotiation skills
- Excellent organizational, planning, and critical thinking skills
- Excellent time management skills with a proven ability to meet deadlines
- Strong supervisory and leadership skills
- Ability to prioritize tasks and delegate them when appropriate
- Ability to coordinate well with peers
- Adheres to ethical principles in all business dealings
- Willing to follow and uphold the policies and procedures of TrainTastic
- Demonstrated experience with departmental budget planning and management.
- Has a BA/BS degree or equivalent evidenced by 5 years of relevant experience.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to move independently within the museum office and spaces. The noise level in the work environment is usually low to moderate, however, it can be moderate to loud during peak periods. Evening and night work hours are required as needed.

Reports to:

Executive Director

Benefits:

Vacation: 3 weeks

To Apply: Please email a cover letter and resume to mhorn@traintastic.com