



CHESAPEAKE BAY MARITIME MUSEUM

213 NORTH TALBOT STREET | ST. MICHAELS, MD 21663 | 410-745-2916 | CBMM.ORG

POSITION: DIRECTOR OF MARKETING & COMMUNICATIONS

The Chesapeake Bay Maritime Museum (CBMM) explores and preserves the history, environment, and culture of the entire Chesapeake Bay region, and makes this resource accessible to all. As an educational institution, staff fulfill CBMM's mission, goals, and vision, working individually and collaboratively to encourage the public's access to our collections, programs, and resources.

SCOPE

The Director of Marketing & Communications position is a senior leadership role, with primary responsibility for strengthening both institutional and programmatic communications for CBMM. The Director works closely with CBMM leadership to formulate comprehensive communications strategies to advance CBMM's mission among both internal and external groups. Oversee, conduct, and execute activities to advance communications as a strategic element in the organization and to promote its mission.

The Director advances CBMM's public profile by communicating the mission, programs, events and achievements to targeted constituencies through effective and measurable communications strategies. This position works closely with all departments to identify new communications opportunities and ensure new initiatives are on target; The Director will lead the marketing and communications team and any consultants or agencies that support CBMM's marketing and communications function.

PRIMARY RESPONSIBILITIES

- Using market research and data analytics to direct overall market positioning and evaluating our success in achieving organizational membership, program and constituent strategic goals as established by the institution.
- Develop a global marketing and communications strategy for CBMM
- Learn the unique constituencies of each department, create individual departmental marketing campaigns and provide resources to help them achieve strategic goals, ensure cross-departmental resource sharing; Coach and monitor department-specific content to ensure that it is in alignment with CBMM's marketing and communications strategy
- Align the Marketing & Communication department's budget to strategic goals. Provide support to Finance in creating projections of current and future marketing funding needs. Provide periodic updates on spending and use analytics to show return on investment and help guide future purchases.
- Align staff around CBMM's mission and strategic direction and give staff the tools to facilitate their communications with colleagues, counterparts, and beneficiaries.
- Ensure brand integration across all parts of the organization and formulate tactics to empower stakeholders with communications skills and tools to advance CBMM's mission and relevance.

- Create, refine, and direct use of CBMM’s branded media including but not limited to all collateral, advertisements, signage, logo-merchandise, and special events.
- Manage and maintain CBMM’s online presence including all CBMM websites, exhibitions, virtual memberships, and programming.
- Define and manage all contracted marketing projects and vendors, including creating requests for proposals (RFPs), evaluating, and selecting vendors, and managing contracted services through completion.

QUALIFICATIONS

- BA in communications, marketing and/or graphic design or equivalent experience
- 3-5 years’ relevant experience, preferably in the non-profit sector.in
- An eye for detail and copywriting and design sense.
- Creativity and the ability to provide creative direction to others.
- Excellent skills in organization, communication and presentation with competence in oral and written English.
- Experience establishing, evaluating, and interpreting consumer data
- Strong project management skills
- Team player with demonstrated ability to effectively interact and work with various functional departments
- Experience with initiating and managing complex projects across numerous cross functional departments
- Proficiencies in using Adobe Creative Cloud applications, HTML, Word, Excel, WordPress, Squarespace, Constant Contact
- Must be able to model a “can do” attitude and spirit of service and put the team and CBMM before ego or self
- Highly flexible, able to read, lead and even diffuse a room, the Director should be adept at dealing with skepticism, and comfortable influencing in an intellectually rigorous context.
- High degree of personal ownership and accountability to consistently deliver results in a fast paced environment

The Director of Marketing & Communications position is a full time, exempt, salaried position of CBMM with an expected minimum work schedule of 40 hours per week. This hybrid position is eligible for working remotely for up to 50% of their time. All staff is expected to be available to work a flexible schedule that may include evenings and weekends.

The Director of Marketing & Communications is expected to be present for all special events/advancement functions unless otherwise arranged with the President and may be assigned to work in a capacity alternate to that defined.