

Website and Marketing Manager

**Marianna Kistler Beach Museum of Art
Kansas State University**

General Description:

The Website and Marketing Manager will ensure organizational effectiveness by supervising and providing leadership for the museum's website and marketing/advertising in all media. In the annual budgeting process, he/she will be responsible for contributing cost projections for all design work and printing, and all marketing, promotions, and advertising for the museum itself, as well as exhibitions and programs.

Duties and Responsibilities:

Administrative – The manager is responsible for establishing marketing procedures and timelines and coordinates and works with the Museum Operations Coordinator to maintain the master schedule for museum exhibitions, events and programs. He/she will lead the monthly exhibition planning meetings, since marketing and other design and print deadlines shape these to a great extent. Duties will include promotion and advertising for the museum, exhibitions and programs in digital, print, outdoor banner, and other formats. Tasks include liaising with Communications and Marketing on the creation of brochures or catalogues for exhibitions, newsletter, invitations, brochures for membership groups and education; coordinating the annual report; scheduling photo and video shoots; organizing press releases; supervising and/or creating all website related materials; planning exterior banners and signage; and all other related materials.

The Website and Marketing Manager reports to and works closely with the Director. This position works to support all the mission centered activities of the museum; collection care and development; research, educational programs and public programs through marketing.

Qualifications:

Required Qualifications:

- Four year degree or equivalent
 - Excellent written and oral communication skills
 - Ability to interact effectively with a wide range of people
 - Solid organizational and project management skills
- Two – five years' experience in marketing in a university or corporate setting.

Preferred Qualifications:

- Three years of experience working on behalf of non-profit and underfunded organizations
- Good understanding of a university's structure, protocols, and mission
- Proven experience working with diverse internal (university) and external (community) constituents

Application deadline is January 30, 2015

Application procedure: Send a cover letter, CV, 3 professional references and a writing sample to Robin Lonborg at rlonborg@ksu.edu.

Contact information: Linda Duke, Director lduke@ksu.edu. No phone calls please.

Kansas State University is an Equal Opportunity Employer of individuals with disabilities and protected veterans. Background check required. Kansas State University actively seeks diversity among its employees.