

# Director of Marketing, Communications, and Event Management

## Position Overview:

Are you ready to make a meaningful impact in a dynamic, creative environment? The **Director of Marketing, Communications, and Event Management** at the **Koch Family Children's Museum of Evansville (cMoe)** is a pivotal leadership role that blends strategy, creativity, and community engagement. In this exciting position, you'll be the driving force behind cMoe's marketing and communication efforts, spearheading innovative campaigns, and creating unforgettable events that captivate and engage families.

As the Director, you'll amplify cMoe's mission, ensuring it resonates with a wide range of audiences, from local families to community partners. You'll craft powerful strategies to boost brand awareness, increase visitor attendance, and build strong, lasting relationships within the community. If you're passionate about storytelling, event execution, and inspiring others through engaging experiences, this is the opportunity you've been waiting for!

## Key Responsibilities:

- **Marketing Strategy & Execution:**
  - Develop and implement comprehensive marketing plans to promote the children's museum's brand, programs, exhibitions, and events.
  - Conduct market research and audience analysis to understand and identify trends, competitive landscape, and consumer insights.
  - Oversee all print and digital marketing channels related to education, events, advancement, and operations, for promotion and community engagement.
  - Collaborate with other departments to align marketing initiatives with overall organizational goals.
  - Monitor and analyze marketing campaign performance metrics to optimize marketing efforts and drive continuous improvement.
  - Stay up to date with industry trends and best practices in marketing to recommend innovative strategies.
- **Communications & Public Relations:**
  - Manage external communications, ensuring messaging is aligned with the children's museum's mission, values, and brand.

- Develop press releases, media kits, and pitch materials to gain media coverage for events and initiatives.
- Foster relationships with local media, journalists, and influencers to increase the museum's visibility.
- Oversee internal communications to maintain alignment across the organization.
- Serve as the primary point of contact for crisis communications or public relations issues.
- **Event Management & Coordination:**
  - Lead children's museum events
  - Lead/support special programs with education and advancement departments.
  - Oversee event budgets, timelines, staffing, and logistics to ensure smooth and successful execution.
  - Coordinate with vendors, sponsors, and partners to enhance event experiences.
  - Measure the success of events and provide post-event evaluations to inform future improvements.
  - Lead facility rentals from inquiry to reservation and work with all departments regarding logistics.
- **Branding & Community Engagement:**
  - Develop and maintain the children's museum's brand identity and messaging across all platforms.
  - Assist with community outreach.
  - Build and nurture relationships with community partners, donors, schools, and other stakeholders.
  - Engage with visitors through targeted campaigns and promotions to encourage repeat visits and community involvement.
- **Team Leadership & Collaboration:**
  - Supervise and mentor staff, volunteers, interns and marketing consultants or agencies as assigned.
  - Foster a collaborative environment by working closely with leadership and departments.
  - Ensure all marketing and communication efforts align with the children's museum's mission and strategic goals.
  - Create and maintain a workplace culture that is consistent with the vision, mission, and values of cMoe.

**Qualifications:**

- Bachelor's degree in marketing, communications, public relations, or a related field.
- Minimum of 3 years of experience in marketing, communications, and event management, with leadership experience preferred.
- Proven track record of successfully leading marketing campaigns and events from conception to execution.
- Strong knowledge of print and digital marketing strategies, including social media, SEO, email marketing, and content creation.
- Exceptional communication and writing skills, with experience in public relations and media outreach.
- Excellent organizational skills, with the ability to manage multiple projects simultaneously.
- Proficiency in marketing and event management software.
- Passion for the mission of cMoe and community engagement.