



The Mission of the Port Huron Museum is:
The Port Huron Museum preserves and illuminates history and culture for the benefit of our community.

OPEN STAFF POSITION

Deadline for Resumes: September 20, 2024

TITLE: Marketing Manager **Start Date: October 2, 2024**
HOURS PER WEEK: Permanent Part Time: up to 25 hours per week, year-round (Flexibility required).
PRIMARY PURPOSE: The Marketing Manager will be responsible for developing and implementing the museum's marketing, communications, and public relations strategies. This role is key to increasing the museum's visibility, audience engagement, and overall public awareness of its exhibits, programs, and mission.
WAGE: Competitive and commensurate with experience
SUPERVISOR: Executive Director

DUTIES AND RESPONSIBILITIES:

Marketing Strategy and Planning

- Develop and execute comprehensive marketing plans to promote museum exhibits, events, and programs.
- Oversee the museum's branding efforts, ensuring consistency across all communication channels.

Digital and Social Media

- Manage the museum's website; ensuring content is up-to-date, engaging, and optimized for SEO.
- Create and curate content for the museum's social media platforms (Facebook, Instagram, etc.).
- Develop and implement email marketing campaigns to increase engagement and attendance.

Public Relations and Communications

- Write and distribute press releases, media advisories, and other public relations materials.
- Coordinate the production of the museum's printed materials, including brochures, newsletters, and annual reports.
- Develop partnerships with local businesses, community organizations, and other cultural institutions to expand the museum's reach.
- Assists with sharing our calendar of events with community partners.
- Acts as community contact and schedules interviews for engagement, composes and distributes press releases and other communications as needed.

Budget Management

- Manage the marketing budget, ensuring that all activities are cost-effective and aligned with the museum's financial goals.

Interested candidates should submit a resume, cover letter, and examples of previous marketing work (e.g., campaign summaries, writing samples, etc.) to employment@phmuseum.org with the subject line "Marketing Manager Application – [Your Name]."

NO PHONE CALLS PLEASE.

The Port Huron Museum is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.