ESSENTIAL DUTIES & RESPONSIBILITIES:
Performing the following will involve driving to various locations outside OMSI’s corporate headquarters:

- Work closely with the VP of Marketing, Retail and Sales and Marketing staff in the development and implementation of short and long term strategic goals for OMSI.
- Develop OMSI's annual strategic marketing and PR plan and implement all tactical marketing decisions.
- Prepare and manage annual marketing and PR budget.
- Develop, implement and manage marketing and PR metrics to optimize media mix and track long term goals; report results on a regular basis.
- Identify new business and marketing opportunities both within and outside the organization that align with and support OMSI's strategic plan.
- Understand visitor profiles to reach core audience and identify strategies and market placement to reach new audiences; research and evaluate OMSI's online and offline audiences and refine marketing model; identify trends and forecast attendance.
- Develop and execute tactical plans including but not limited to radio, print, television, outdoor and guerilla.
- Oversee OMSI's suite of online tools and emerging technologies including but not limited to website, social media, email, mobile, and organic and paid search.
- Develop and oversee the design, production and placement of OMSI's advertising.
- Oversee the design and production of all OMSI's publications.
- Work with OMSI's Event Department to develop community based programs and events to help broaden audience participation.
- Plan and conduct successful media relations campaigns and, as needed, crisis communications.
- Plan, organize and accomplish multiple projects concurrently in a timely manner and according to budget.
- Foster external partnerships to broaden marketing committee representation drive traffic and support OMSI's community based efforts.
- Collaborate with Development staff to develop in-kind promotional sponsorships for OMSI exhibitions, programs, and activities.
- Collaborate and consult with all OMSI's departments, external support organizations, and Marketing Committee to ensure an integrated marketing and communication strategy.
- Work effectively with a variety of Museum supporters, visitors, members, volunteers and staff.
- Supervise marketing and public relations staff and oversee their activities.

This position is ☒ non-exempt, paid ☐ hourly ☒ exempt, paid ☐ salaried
This position is ☒ regular full-time ☐ regular part-time ☐ special project, ☐ on-call, scheduled for 40 hours/week.

Working Conditions:
- Additional weekend or outside regular hours may be required.
- Physical Demands: 75 % Sitting  20 % Standing  5 % Lifting/Carrying/Pushing/Pulling 30 Pounds

KNOWLEDGE/SKILLS/ABILITIES:

BASIC REQUIREMENTS:
- Knowledge of general/consumer marketing strategy, campaign execution and branding.
- Experienced in website development, search engine optimization, pay per click advertising, mobile, social media and email campaign management.
- Experienced in budgeting and project management practices.
- Experienced in developing mutually beneficial strategic partnerships with organizations to further OMSI’s marketing goals.
- Proven management and ability to build strong interpersonal relationships.
- Strong interpersonal and customer service skills: tact, self-confidence and assertiveness, diplomacy, teamwork, good judgment, confidentiality, a sense of humor, and excellent strategic planning skills.

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• Excellent writing and public speaking skills.
• Strong organizational skills and demonstrated excellence in problem solving, superior attention to detail, and ability to coordinate multiple projects requiring close communication with staff to maintain high accuracy and productivity of team with minimum supervision.

PREFERENCES:
• Experience in marketing to niche or underserved audiences.

EDUCATION & WORK EXPERIENCE:

BASIC REQUIREMENTS:
• Minimum seven years in progressively responsible marketing and managerial experience, with a proven track record of success in a highly dynamic environment.

PREFERENCES:
• Bachelor’s degree in marketing, communication, business administration, or related field or equivalent combination of education and experience.
• Experience working for medium or large sized full service advertising agency.

ADDITIONAL REQUIREMENTS/PREFERENCES; INCLUDING LICENSES AND CERTIFICATIONS:

BASIC REQUIREMENTS:
• Valid driver’s license.
• Pre-employment and/or pre-duty checks, such as criminal background check, reference checks, requirements in the MVR Policy including passing Motor Vehicle Record (MVR) check and Alcohol & Drug Test for non-CDL Drivers Policy, including pre-duty drug test.

To apply for this opening and be considered, please read all of the information below and follow the application instructions carefully.
• Please complete an OMSI employment application.
• If you are interested in more than one position, you must submit a separate application for each position. All materials submitted become the property of OMSI and will not be returned.
• If you send an application without specifying an open position, it will not be considered and we will not retain it.
• If you send a resume without completing an application for an open position, it will not be considered and we will not retain it.
• You have the option to include a resume of your work experience and a cover letter with your completed application.
• You must also meet ALL the basic requirements listed on our job postings.

Pay: $53,625 - $68,372 per year.
Position open until filled.