



EMPLOYMENT OPPORTUNITY

Marketing & Communications Director

Position Summary:

The **Canton Museum of Art** (CMA), one of Ohio's premier art museums, seeks a full-time **Marketing & Communications Director**. This creative and energetic individual will develop, implement, and manage marketing and communications materials in support of the Museum's mission to be the place "where art meets life" – providing opportunities for everyone to discover, explore, learn, and be inspired through a connection with American art. The Marketing & Communications Director will be responsible for content creation, design, and integrated communications for Museum publications, advertising, media coverage, website, and social media matrix, focused on increasing attendance, cultural tourism, and community support of the Museum's programs and initiatives, including: exhibitions, education programs, special events, membership, fundraisers, and sponsorships. The Marketing & Communications Director is also responsible for developing collaborative events and relationships with local and regional arts organizations and participating in community events to represent the Museum.

Position Duties and Responsibilities:

- Envision and lead marketing and communications programs to promote the mission and vision of the Canton Museum of Art, increase community and regional participation, drive cultural tourism, and position the institution as a leader in American art.
- Create content, plan, and design printed materials and online communications.
- Craft all advertising and promotional copy to ensure clear, consistent messaging and branding.
- Cultivate media contacts, promotional partnerships, and other relationships to promote the Museum's mission and programming. Execute media buys in the support of marketing initiatives.
- Plan and conduct market research and audience surveys that can drive decision making across the Museum for Marketing, Education, and Development.
- Lead the Museum in growing membership. Create new membership promotions and special events. Maintain membership database and regular communications.
- Manage the Museum's interactive media including website, e-communications, and social media connections, including graphics.
- Increase representation on digital media, entertainment, and cultural calendars throughout the region and explore new digital media opportunities.
- Ensure multiple projects are executed on time, on budget and effectively meet goals.
- Prepare and manage the Museum's annual marketing budget.
- Collaborate with Canton Museum of Art support groups to create marketing, creative, and public relations materials that increase their visibility; coordinate and assist with fundraising events
- Represent CMA to collaborate with local and regional arts organizations for new programming and community arts events in the Canton Arts District and Northeast Ohio Arts Corridor.
- Report to key stakeholders, including the Board, foundations, arts councils, and donors.
- Represents the Museum at local, state, and federal arts advocacy events.
- Supervise interns from local universities to assist with the Museum marketing functions.
- Work with the Executive Director to enhance the Museum's brand platform and brand positioning across all communications. Work with all CMA departments in applying and maintaining brand integrity both internally and externally.

Qualifications:

- Bachelor's degree in Marketing, Communications, Advertising, Design, Public Relations, or Museum Studies with a related field blending art/arts marketing. Master's degree in Arts Administration a plus.
- Minimum five years of direct experience in marketing communications and design; Non-profit, arts and culture, corporate, and agency experience a plus.

- Proficiency with Adobe Creative Suite; Microsoft Outlook, Word, Excel; Social media platforms; and working with web content management systems.
- Excellent communication skills, both written and verbal.
- Proven experience using best practices in marketing (including related technology), public relations, graphic design, web marketing, and print production.
- Excellent project management and decision-making skills.
- Excellent interpersonal skills; Must work easily with a diverse staff, board, and audiences.
- Budget development and monitoring experience.

Desired Skills:

- Excellent organizational, analytical, and problem solving skills.
- Ability to exercise initiative, anticipate challenges and deliver solutions.
- Ability to effectively coordinate and prioritize multiple projects, work with accuracy under a fast pace, and meet multiple deadlines.
- Demonstrated capability of writing clearly and informatively, and to vary writing styles to meet needs of the communication platform and audience.
- Skilled at developing relationships with strategic partners.
- Proven track record of creating and executing effective communications to increase community engagement and brand awareness.
- Ability to work a flexible schedule — including some evenings and weekends.
- A passion for art and advancing the CMA mission for dynamic exhibits and programming to engage, educate, entertain, and enrich audiences through a connection with art.

Position Reports to: Executive Director

About the Canton Museum of Art:

The Canton Museum of Art (CMA) is one of Ohio's premier museums for an exceptional visual arts experience. CMA is recognized for powerful exhibitions focused on American art, its influences, and themes that allow everyone to connect with creativity and stories about art, history, society, and cultural heritage. The Museum's diverse education programs serve thousands of students of all ages. CMA's acclaimed permanent collection focuses on American works on paper, primarily watercolors, and ceramics. Founded in 1935, CMA is a cultural destination for the city and region, with programs serving more than 40,000 visitors and participants each year – making the discovery and exploration of art accessible to all.

For Consideration: The position is full-time, and salary will be commensurate with experience and skills. CMA offers an excellent benefits package, including health, Rx, and retirement. Please send a cover letter, resume, and at least three professional references to:

ATTN: Marketing Director Search
 Canton Museum of Art
 1001 Market Avenue North
 Canton, OH 44702

E-mail Application Materials to: employment@cantonart.org

No phone calls, please. Applications will be accepted until the position is filled.

The Canton Museum of Art is an Equal Opportunity Employer.