



Marketing ~~0000~~

Manager

Regular Full-time (40 hours per week- occasional evenings and weekends)

Starting Salary: \$1000

Benefits: Competitive benefits package including health/dental/life, 401K, PTO, flexible work options

Supervisor/Reports to: W000 Director of Development

Location: 723 Second Street, Annapolis, MD 21401

About the Museum:

The Annapolis Maritime Museum & Park (AMM) is a major community asset serving Anne Arundel County and beyond. AMM educates youth and adults about the Annapolis area's rich maritime heritage and the ecology of the Chesapeake Bay through programs, exhibits, and community events. We accomplish this mission through an engaging suite of hands-on programming and by bringing visitors to our two campuses on Back Creek and aboard the Museum's historic skipjack, *Wilma Lee*.

A volunteer board of 17 distinguished community members and a professional staff oversee the operations and long-range planning for this tax-exempt 501(c)(3) nonprofit organization. We are proud to share that our thriving cohort of nearly 250 volunteers are involved in all aspects of the Museum's functions.

The Education Center at the Museum's park campus offers four core education programs, as well as field trips, family programs, afterschool programs, summer camp, and more. The Education Center serves more than 12,000 students annually.

AMM hosts numerous events and programs throughout the year (e.g., Boatyard Beach Bash, Oyster Roast & Sock Burning, Tides & Tunes Summer Concerts and September Sunsets Concert Series, Winter Lecture Series and serves as a gathering place for both civic and community functions.

Overview and Job Summary:

The Annapolis Maritime Museum & Park (AMM) seeks a Marketing & Communications Manager who will execute the overall marketing and communications goals of the Annapolis Maritime Museum. This position will play a key role in communicating AMM's impact to a wide variety of audiences utilizing earned and paid media (website, social media and marketing materials).

This position will oversee the development and implementation of the marketing strategies and tactics of multiple Museum initiatives including visitation, education programs, skipjack tours, venue rentals, special events and elevation of the overall brand awareness of AMM.

Essential Duties and Responsibilities:

- Develops and executes a results-driven, multi-platform communications and marketing plan in line with AMM's overall strategic plan.
- Creates and manages content for all communications channels and marketing materials in line with brand direction.
- Monitors industry issues and competitive landscape to adjust positioning and messaging as required.
- Keep website content fresh, accurate, and relevant
- Generate content for AMM's social media sites (with a focus on Facebook, Instagram, and Twitter).
- Develop and oversee AMM's email newsletters
- Identifies opportunities for diverse audiences and traffic growth across all social platforms and manages our content calendar.
- Works directly with the agencies and/or designers on creative and graphics.
- Coordinates execution of project plans and deadlines to achieve all marketing objectives on time and within established budgets.
- Provides quality control on final products/materials and messaging.
- Collaborate with graphic designers to develop high-quality communications materials.
- Writes, edits, and develops media releases and other written communications.

Skills and Qualifications:

- Key strengths in the ideal candidate are exceptional writing and communication skills, proficiency in social media, attention to detail, and creativity.
- Bachelor's degree from a four-year college or university.
- Minimum of 5 years of relevant work experience in marketing and communications.
- Strong attention to detail and organizational skills.
- Strong Data Analytic skills.
- Proficient with MS Office products (Word, PowerPoint, and Excel) and Adobe Creative Suite including Adobe Spark or Canva.
- Proficient in using web content management, analytics, and dashboard tools (e.g., WordPress, Google Analytics).

Mandatory COVID-19 Vaccination Policy: Vaccination is a vital tool to reduce the presence and severity of COVID-19 cases in the workplace, in communities, and in the nation. AMM has adopted this policy on mandatory vaccination to safeguard the health of our employees from the hazard of COVID-19.

To Apply:

Email **cover letter** and **resume** to Kelly Swartout, Director of Development at development@amaritime.org.