
Title of Position *	Marketing & Communications Manager
Institution *	Museum of Texas Tech University
Position Location: City & State *	Lubbock, TX
Position Closing Date	

About the Institution

The Museum of Texas Tech University invites applications for the full-time position of Marketing and Communications Manager. The Museum has a 5 million+ diverse collection in the arts, humanities, and natural sciences within a facility of over 250,000 square feet. The Museum is accredited by the American Alliance of Museums, with active collecting, exhibition, and education programs. The Museum Science and Heritage Management graduate programs are housed in the Museum and are an integral part of the Museum.

Institution Website Address

<http://www.museum.ttu.edu>

Summary of Responsibilities

The ideal candidate will be knowledgeable in both traditional and digital means of marketing and promotions and is expected to be skilled in design layout of print and electronic publications including website development and maintenance. Candidates will have experience with strategic planning as it relates to marketing and communications and be able to connect the details to a larger vision for the Museum of Texas Tech University. The Marketing and Communications Manager will have experience working with data-driven decision-making to target key audiences and outlets to better serve the needs of the Museum.

Among the Marketing and Communication Manager's responsibilities are the following:

- Working with the Deputy Director, oversee and coordinate integrated marketing and communication efforts for the greater Museum complex (Museum, Moody Planetarium, Natural Sciences Research Lab, Lubbock Lake Landmark).
- Participate in strategic planning and implementation as it relates to Marketing and Communications including the development and implementation of a new overall brand for the Museum.
- Oversee the creation, editing and publishing of all advertising related to the Museum including TV and Radio advertisements, print ads, eblasts, printed pieces, press releases and the website.
- Working with the Deputy Director, dedicate available budget to align with the strategic priorities of the Museum.
- Respond to all media inquiries and coordinate activities as needed.
- Identify and connect with other organizations in the community at-large and the campus community regarding potential partnerships related to marketing and communications.
- Develop and implement strategies to evaluate the effectiveness of marketing efforts.
- Be creative and innovative in developing unique ways to promote the Museum and grow diverse audience participation.
- Oversight and design of Museum print publications, electronic publications, website brand and content and the annual report.

Required Qualifications

Skills and Abilities

- Excellent communication skills, both written and verbal under deadlines
- Strong team player with an understanding of how to work with a variety of personalities to get the desired result
- Strong strategic planning experience with an understanding of how marketing and communications must support the overall plan of the Museum of Texas Tech University

- Creative, innovative and willing to experiment
- Thoughtful and proactive at long-range planning with the ability to finish projects to completion.
- Budget development and monitoring
- Understanding of 21st century modes of marketing, communication and public relations
- Proven experience using best practices in marketing (including traditional and digital), graphic design, branding, public relations, and printing.

Bachelor's degree in Marketing and Communications or a related field required; Master's Degree preferred. Preference will be given to candidates with experience in a museum or non-profit environment. 3-5 years of experience in marketing and communications with a proven record of success in promotion and public relations.

Compensation

Competitive salary and excellent employee benefits package.

Apply at this Website:

<http://www.texastech.edu/careers/staff-positions.php>

Apply with this email:

Special Instructions to Apply:

Please search for Requisition Number 12768BR
