Marketing Strategist

Reports To: Chief Marketing Officer
Status: Exempt, Full Time
Department: Marketing
Salary Range: $40,000 - $55,000 based on experience

POSITION SUMMARY

This position is responsible for managing the initial and ongoing marketing efforts for Liichokoshkomo’, the Museum’s new outdoor educational experience. The individual for this position will excel at project management, be an effective communicator and maintain a creative marketing plan that will successfully promote this exciting new addition. The ideal candidate will have experience in brand and marketing strategy development, especially marketing to families with children. Candidates should also have a solid understanding of marketing principles, a working knowledge of digital marketing, an understanding of strategic communications and a strong ability to write and edit for marketing. Relationship management skills are essential, along with demonstrated leadership, organizational skills, attention to detail and ability to meet deadlines.

ESSENTIAL RESPONSIBILITIES

- Develop and manage annual Liichokoshkomo’ promotions plan, including advertising, earned media and owned media, working with Museum marketing staff to ensure proper implementation. Includes special event and exhibition marketing related to Liichokoshkomo’
- Manage the Museum’s Kids Council program and YouTube series
- Maintain Liichokoshkomo’ marketing budget, including advertising and collateral
- Generate content and coordinate the design of all Liichokoshkomo’ promotional materials and manage collateral stock
- Manage and update Liichokoshkomo’ web page content
- Utilize strong people and management skills, working with a wide variety of internal and external partners to build positive relationships and ensure each group is kept informed and involved in the implementation of marketing plans
- Other duties as assigned.

REQUIRED QUALIFICATIONS

- Bachelor’s degree or an equivalent combination of education and experience and at least 5 years of experience in a position where comparable knowledge and skills were acquired
- Strong project management skills
- Knowledge of AP writing style, as well as proven proofreading and editing skills
- Proficient in Microsoft Office (Word, Outlook, Excel and PowerPoint)
- Working knowledge of Adobe Creative Suite (Photoshop and InDesign) preferred
- Excellent written, oral and interpersonal communication skills
- Knowledge and understanding of various social media applications
• Ability to work special events, openings, programs and receptions which can occur on evenings and weekends
• Ability to work well with others and maintain professional manner using tact, initiative, good judgment and confidentiality
• Deadline driven and able to prioritize competing tasks while maintaining efficiency
• Knowledge of Constant Contact and WordPress preferred
• Photography and Videography skills preferred
• Valid Oklahoma Driver License within 3 months of employment.

**Physical Requirements:**
Frequent exposure to pressure caused by deadline and busy periods; frequently required to lift, bend, stoop and carry; ability to engage in repetitive motions; grasp objects with fingers or hands; communicate including expressing oneself or exchanging information with others; visual acuity. Frequently sitting or standing for long periods of time.

**How to Apply:**
Email resume, cover letter and writing examples to hr@nationalcowboymuseum.org. No phone calls please.

**MISSION STATEMENT**

The National Cowboy & Western Heritage Museum preserves and interprets the evolving history and cultures of the American West for the education & enrichment of its diverse audiences of both adults and children.