



Children's Museum of Manhattan

CMOM Job Description

POSITION: Director of Marketing
EXEMPT STATUS: Exempt
REPORTS TO: Chief Advancement Officer
LOCATION: 212 West 83rd Street, New York, NY 10024
WEBSITE: www.CMOM.org

ABOUT THE CHILDREN'S MUSEUM

The Children's Museum of Manhattan (CMOM) was founded in 1973 by educators and artists in response to a lack of arts-based education in New York City's public schools. At the time, PBS programs like Mr. Rogers' Neighborhood and Sesame Street had already begun to validate the importance of early childhood development and CMOM soon became a destination uniquely suited to support and nurture children from NYC's five boroughs and beyond.

For nearly five decades, the Museum has created award winning exhibits and programs that lead with experience and are grounded in research, each specifically designed to encourage and strengthen core developmental skills in children. The museum also offers specialized programs for children with disabilities, children on the autism spectrum and children with cancer, among others.

In December 2017, the Children's Museum of Manhattan (CMOM) purchased a landmark building at 361 Central Park West which is scheduled to become the Museum's new home in 2023.

The Director of Marketing is a new position that will be integral to CMOM's institutional success in its current location and critical to planning for our future home.

RESPONSIBILITIES

- Create and execute strategies to promote CMOM and increase attendance.
- Develop and implement integrated marketing campaigns across all traditional and digital channels to sustain and build traffic and membership for the museum.
- Create brand/style guide and ensure institutional adherence to set guidelines.
- Manage marketing budgets.
- Audit marketing materials and develop plan for longer term collateral in alignment with Museum priorities.
- Lead and collaborate cross-functionally with multiple departments and outside vendors to create and implement a market research program that will provide actionable visitor information/data base.
- Develop a program for tracking and analyzing traditional and digital visitor data to support communications and marketing activities, and inform larger business decisions.
- Collaborate with program and exhibit staff to develop promotional events and activities that enhance and attract new members and visitors.
- In partnership with Development, pursue marketing partnerships/sponsorships.
- Create influencer cultivation opportunities.



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- Manage production of marketing materials, review process and timelines.
- Direct the Art Director, Graphics Department and Communications Specialist to develop consistent, fresh images in print ads, direct mail, email promotions, banner ads, social media graphics and institutional signage.
- Collaborate with staff across the organization to ensure appropriate timing and dissemination of marketing messages; set priorities based on institutional business needs and adhere to a clear schedule of activities.
- Supervise Communications Specialist, Art Director and Graphic Design Team.
- Support the Marketing Committee, participate in the work of the group and offer recommendations to advance marketing outcomes in the current and future CMOM.

QUALIFICATIONS & ABILITIES

- BA or BS degree
- 8-10+ years consumer marketing experience. Knowledge of family-centered organizations or cultural institutions a plus.
- Understanding of and experience with effective database management and analytics
- Strong verbal and written communications and project management skills
- Successful campaign experience with digital marketing
- An entrepreneurial, collaborative spirit highly desired
- Strong Microsoft Office Suite skills
- Adobe CS5, HTML, Google Docs, Raiser's Edge or database software experience

TO APPLY

Please direct your cover letter and resume to: Jane McIntosh, Chief Advancement Officer, jmcintosh@cmom.org.

No phone inquiries, please.

A competitive salary and benefits package will be offered.

The Children's Museum of Manhattan is an Equal Opportunity Employer.