

Birmingham Civil Rights Institute Job Description

JOB TITLE: Marketing Manager

REPORTS TO: Vice President of Development

The Birmingham Civil Rights Institute (BCRI) seeks a dedicated and enthusiastic professional to join the team as the Marketing Manager. Founded in 1992, BCRI's mission is to enlighten each generation about civil and human rights by exploring our common past and working together in the present to build a better future. The Institute is part of the Birmingham Civil Rights National Monument and an affiliate of the Smithsonian museum network.

The Marketing Manager will work in partnership with internal and external teams to develop and manage BCRI's marketing strategy in alignment with institutional goals. The primary focus will be to build greater awareness of the mission and programs, increase audience reach, support development initiatives through marketing, and promote the Institute's role as part of the Birmingham Civil Rights National Monument.

Responsibilities include:

- Create marketing and sales materials, flyers and presentations for use by the team to promote the Institute's programs and initiatives.
- Maintain strategic relationships with partner institutions and agencies to encourage cross-promotion and increased audience engagement among members and community.
- Manage, plan and monitor of social media platforms including analytics reporting.
- Assess content calendar and plan weekly social media posts.
- Co-planning and production of virtual platform programming.
- Communication engagement plan for BCRI constituents using multiple tools and platforms.
- Website updates as needed.
- Manage relationships with all media partners.
- Working with the organizations external Marketing/Public Relations firm:
 - Develop, manage, and implement marketing strategies that will result in audience and attendance growth, greater visibility and awareness of programs and goals, and increased philanthropic giving.
 - Create integrated marketing campaigns to increase group tours and corporate tickets sales.
 - Develop and implement promotional materials, including advertising, public information, signage, electronic and print direct mail communications, website, and social media content.
- Ensure that Institute marketing strategies are complementary to and integrated with other partners of the Birmingham Civil Rights National Monument as well as the Civil Rights Heritage Sites Consortium.
- Monitor Marketing/Public Relations budget as required.
- Prepare and submit an annual media coverage report for the Board of Directors.
- Develop marketing plan for annual Shuttlesworth, MLK Day, FBI Conference, Juneteenth and other special events as required.
- Documenting BCRI's Legacy Youth Leadership Program through photography and videography.
- Other duties as assigned.

Knowledge/Skills/Abilities:

- Bachelor's degree or equivalent experience of three years or more in marketing and/or brand building, preferably with a museum, cultural organization, tourist attraction or other non-profit organizations.
- Experience successfully working with an external advertising, marketing and/or public relations firm.
- Comprehension of and experience with executing various campaigns including print advertising, direct mail, digital marketing, and social media across print, electronic and broadcast channels.
- Broad based understanding of marketing strategy, building and executing action plans and budgets.
- Proficient computer skills, including Microsoft Office Suite programs. Knowledge of and proficiency using Adobe Creative Suite or comparable online design tool required.
- Excellent verbal, written, public speaking, presentation and electronic communication skills are required.
- High level of professionalism, strong work ethic, self-starter, personal initiative to progress, good organization skills, and meets deadlines.
- Personal integrity, honesty and respect for others as demonstrated throughout professional career.
- Maintains confidentiality of donor, prospect, vendor/supplier and other Institute records.
- Works collaboratively with leadership and colleagues in completing projects.
- Supports the Institute's Mission and Vision and adheres to all work rules, policies, and procedures.
- Ability to work evenings and weekends.

This position description should not be interpreted as all-inclusive. It is intended to identify the major responsibilities and requirements of this job. The incumbent may be requested to perform job-related responsibilities and tasks other than those stated in this description.

Revised 09/03/2020

Submit letter of interest and resume to cwells@bcri.org by September 11th, 2020.