

**POSITION DESCRIPTION:**  
**Director of Marketing and Communications**

**POSITION TITLE:** Director of Marketing and Communications  
**ORGANIZATION NAME:** United States Olympic & Paralympic Museum (USOPM)  
**REPORTS TO:** Chief Communications and Business Affairs Officer  
**FLSA STATUS:** Exempt  
**LAST UPDATE:** July 22, 2019

**SUMMARY:**

The Director of Marketing and Communication is directly responsible for the organization's marketing and communications activities and oversees the development and delivery of a fully integrated marketing and communication strategy for the Museum. The individual works with other departments to develop strategies that will help the USOPM maximize profits as well as deliver an overall memorable visitor experience.

**ESSENTIAL FUNCTIONS:**

- Develop and execute overall integrated marketing strategy that proactively manages the USOPM's brand and image with local, regional, and national audiences
- Supports USOPM initiatives and reinforces its reputation to help increase attendance.
- Manage the USOPM brand identity across all communication vehicles to present the USOPM as a sophisticated and innovative leader as well as a destination for an international audience.

Work to increase visibility and awareness of the Museum by advancing the brand and articulating clear messaging to internal and external constituencies.

- Partner with leadership and all departments to ensure brand and message quality and consistency across all media, programs, and channels, including the creation and distribution of press releases to local, regional, and national media outlets.
- Develop marketing strategy for new and existing products, promotions, and events
- Work with senior management to develop strategic vision for USOPM community outreach that will result in strong support for our initiatives
- Develop key performance indicators and metrics for marketing campaigns to identify success, failures, and trends
- Oversee social media marketing strategy and content, as well as direct marketing initiatives
- Work cooperatively with marketing and communications consultants and contractors and manage contracts, definition of scope of work, and project progress.
- Understand and develop marketing budgets, including expenditures, research and development appropriations, and marketing contributions

U. S. Olympic & Paralympic Museum – Director of Marketing Job Description

- Ensure marketing objectives are implemented and communicated by the marketing team

POSITION REQUIREMENTS:

- Bachelor's Degree in Marketing, Communications, other related field, or 5-10 years of relative work experience
- Experience managing a marketing team
- Proven marketing campaign experience in senior marketing roles
- Demonstrate excellent communication (both written and verbal) and strong interpersonal skills
- Excellent organizational and time management ability
- Strong commitment to customer service

DESIRED QUALIFICATIONS:

- Proven ability to manage budgets
- Professional and proactive work ethic
- Self starter, works well with teams, and detail oriented
- Competency in Microsoft applications including Word, Excel, and Outlook

PHYSICAL/MENTAL/ENVIRONMENTAL REQUIREMENTS:

- Remains stationary approximately 4-5 hours a day; moves around for short periods of time throughout each day/week.
- Stoops, bends, reaches and lifts occasionally throughout the day.
- Able to operate standard office equipment.
- Must be able to occasionally move up to 35 lbs.
- Works under a moderate degree of stress.

*The purpose of this position description is to serve as a general summary and overview of the major duties and responsibilities of the job. It is not intended to represent the entirety of the job nor is it intended to be all-inclusive. Therefore, the position may be required or requested to perform other duties not specifically listed herein.*

*Management reserves the right to modify, defer or rescind this position description at any time, with or without prior notice.*

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received, read and understand this description of the major duties and responsibilities of my position. I also understand that the position description is not intended to be all-inclusive, and that I may be called upon to perform other duties during the course of my employment.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

Original – Employee file

Copy - Employee