Position Announcement

Assistant Director – Marketing & Communications
Museum of Texas Tech University

The Museum of Texas Tech University invites applications for the full-time position of Assistant Director of Marketing and Communications. 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 and are an integral part of the Museum.

This appointment is an active, hands-on position involving the promotion of the Museum through various means to inform its audiences and disseminate information. The Assistant Director is expected to be knowledgeable in marketing, branding, design and layout of print and electronic publications, website maintenance, and social media. The Assistant Director coordinates with staff in these efforts and, in particular, works closely with the Assistant Director for Community Engagement and the Curators of Exhibits and Education. The Assistant Director currently reports to the Museum Executive Director.

Among the Assistant Director’s responsibilities are the following:

Marketing and Promotion

- Oversee and coordinate integrated marketing and communication efforts for the greater Museum complex (Museum, Moody Planetarium, Natural Sciences Research Lab, Lubbock Lake Landmark).
- Oversee creation, editing, and publishing of advertising for the greater Museum complex.
- Budget available and allocated funds for use in promoting the greater Museum complex and their events, exhibitions, and other activities.
- Oversee and approve promotional materials for the greater Museum complex.
- Edit and approve advertising and publicity efforts that relate or refer to the greater Museum complex as a partner or collaborating institution that may be initiated and promulgated by other Texas Tech University or community entities.
- Oversee, create, edit the use of the greater Museum complex branding materials and images such as logos, logotypes, tag lines, and the like.
- Oversee and implement website, social media, and other electronic communications.
- Coordinate with the Museum’s Manager for Finance for funding and contracting involving Museum promotional efforts.
- Write, edit, and distribute publicity to the media (including, but not limited to, news releases, PSAs, and calendar entries).
• Respond to media inquiries and set up interviews.
• Connect with local museums regarding potential events and exhibitions marketing partnerships.
• Develop and implement strategies to evaluate effectiveness of marketing efforts on programs to new and existing visitors and supporters.

Museum Publications
• Oversight of design and layout of Museum print publications.
• Oversight of electronic publications.
• Create or supervise creation of printed and electronic publications used as collateral materials for exhibitions, events, and activities.
• Budget available funds for exhibitions/events, and procure advertising space (print and electronic) for promotional campaigns.
• Produce or oversee production of the Museum’s scholarly publication series.
• Create, maintain, and upgrade or oversee such activities for the Museum’s website.
• Oversee production and maintenance of Museum social media efforts.

Other Duties
• Supervise the Museum Social Media Specialist.
• Other duties as assigned.

Skills and abilities
• Excellent communication skills, both written and verbal under time constraints.
• Excellent project management and decision-making skills.
• Excellent interpersonal skills.
• Proven experience using best practices in marketing (including related technology), public relations, graphic design, internet marketing, and printing industry.
• Budget development and monitoring experience.
• Knowledge of regional and national marketing trends for non-profit/museums.
• Commitment to a team approach.

Master’s degree in Museum Science/Studies or a discipline related to Marketing and Communications. Preference will be for applicants who have relevant experience in a museum or non-profit environment, 3-5 years experience in marketing and communications, with a proven record of success in promotion and public relations. Competitive salary and excellent employee benefits package. Send letter of interest and vita to Assistant Director Search Committee, Museum of Texas Tech University, Box 43191, Lubbock, Texas 79409-3191. Expected position start date of no later than May 1, 2014; opened until filled. Texas Tech University is an EEO/AA/ADA employer.