

## FITCHBURG ART MUSEUM

### Marketing Manager

#### Position Listing

FAM seeks a full-time Marketing Manager to design and implement a comprehensive marketing plan for FAM that will build public awareness and audience engagement for its exhibitions, education programs, and community partnerships.

The Marketing Manager is responsible for all aspects of FAM's marketing efforts, working closely with all members of FAM's creative and collaborative staff. The Marketing Manager plans, designs, and implements printed collateral, e-communications, website management, social media, public relations, and advertising, and manages college-level graphic design interns. The Marketing Manager also acts as staff liaison to FAM's IT, printing, and design vendors as well as representatives of the press. The Marketing Manager will help to oversee the rollout of FAM's new brand in early 2019.

Qualifications: FAM seeks a skilled, energetic, and creative Marketing Manager with a passion for the arts and humanities who is social media-savvy and understands the tactics of marketing and design. A college degree plus 1-3 years of relevant experience in marketing/communications and design, ideally in the non-profit sector, are required. The Marketing Manager will possess highly developed organizational, planning, budgeting, and design abilities as well as superior written and verbal communication skills. The Marketing Manager will also have a record of scrupulous professional and ethical behavior, excellent interpersonal skills, a positive attitude, a teamwork approach, and the ability to manage and motivate interns. The position is full-time and reports to the Director of Development. Spanish language, photography, and IT skills are a plus.

To apply: Please send the following documents by Monday, January 29, to FAM Director of Development Rebecca Wright ([rwright@fitchburgartmuseum.org](mailto:rwright@fitchburgartmuseum.org)): letter of interest, resume, and three references. Please attach these documents to an e-mail message with this subject line: FAM Marketing Manager. We seek to fill this position as soon as possible.

The Fitchburg Art Museum (FAM) is a catalyst for learning, creativity, and community building through its exhibitions, education programs, community partnerships, and creative economy initiatives. FAM plays a leadership role in community revitalization efforts in our neighborhood, city, and region through key strategic partnerships with the City of Fitchburg, Fitchburg State University, NewVue Communities, and others. FAM serves Fitchburg, Leominster, Gardner, and all of North Central MA and reaches Southern NH, Greater Boston, Worcester, and all of Massachusetts with its programs.

Fitchburg Art Museum is an Equal Opportunity Employer committed to building a diverse and inclusive workforce and does not discriminate in its employment practices due to an applicant's race, color, religion, sex, national origin or ancestry, age, sexual orientation, gender identification, genetic information, veteran or disability status or any other factor prohibited by law.