

## FITCHBURG ART MUSEUM

### Marketing Manager

#### Position Listing

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

The Marketing Manager is responsible for all aspects of FAM's marketing and communications efforts, working in collaboration with all members of the FAM staff. The Marketing Manager plans, creates, and publishes electronic and print communications, and oversees and updates the FAM website, social media, and advertising. The Marketing Manager also manages college-level graphic design interns. The Marketing Manager acts as staff liaison to FAM's IT, printing, and design vendors as well as representatives of the press.

**Qualifications:** A skilled, energetic, and creative storyteller with a passion for the arts and humanities who is tech-savvy and organized. 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 planning, budgeting, project management, and design abilities as well as superior written and verbal communication skills. The Marketing Manager will have commitment and experience in incorporating equity into communications, both reflecting and strengthening FAM's reach to audiences from multiple demographics.

The Marketing Manager will have excellent interpersonal skills, a positive attitude, success working in a team environment with both internal and external stakeholders, 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 Friday, September 10, to FAM Director of Development Rebecca Wright ([rwright@fitchburgartmuseum.org](mailto:rwright@fitchburgartmuseum.org)): letter of interest, resume, and three reference contacts. 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. Fitchburg Art Museum is committed to building a diverse and inclusive workforce.

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 serves Fitchburg, Leominster, Gardner, and all of North Central MA and reaches Southern NH, Greater Boston, Worcester, and all of Massachusetts with its programs. FAM plays a leadership role in our neighborhood, city, and region through key strategic partnerships with the City of Fitchburg, Fitchburg State University, NewVue Communities, and others. For more information: [www.fitchburgartmuseum.org](http://www.fitchburgartmuseum.org)

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