

## MARKETING MANAGER

**Job Type:** Contractor

**Job Duration:** 4 months

**Timing:** approximately April 2025 – July 2025

**Contractor compensation:** \$25,000 - \$35,000

Do you love museums? Do you enjoy helping promote the efforts of cultural organizations? Are you naturally talented at marketing and engaging audiences? If the answer is YES to all of these questions, we would love to hear more about you and how you might fill this contract position!

**Overall project description:**

Wilkening Consulting has been retained by New York State to conduct an operational survey of New York State museums. We will be attempting to collect attendance, financial, and other information from as many museums in the state as possible.

**Contractor responsibilities:**

The Marketing Manager will be primarily responsible for maximizing participation in this critical research through strategic, focused marketing to New York museums. We are seeking an experienced, proactive Marketing Manager to lead promotional efforts for a statewide research project aimed at gathering data from New York museums. The Marketing Manager will be responsible for driving museum participation in the survey, creating targeted outreach campaigns, and ensuring maximum engagement, response, and completion.

Project responsibilities include:

- Develop and implement marketing strategies to encourage museum participation in our state-wide museum survey
- In partnership with Wilkening Consulting's graphic designer, compose and produce promotional materials, including digital content, print collateral, and social media posts, to drive awareness of the survey as well as promotional materials for conferences and webinars
- Collaborate with stakeholder organizations to develop messaging and strategies tailored to their museums, providing regular updates and reports
- Monitor the effectiveness of marketing campaigns and adjust strategies as needed to optimize survey participation
- Finalizing and implementing a marketing plan, that includes social media, email, and USPS communications, and similar communications prepared for the use of stakeholder organizations and agencies

## **Contractor qualifications:**

### Experience:

- Proven experience in marketing and project management, with strong communication and writing skills, with the ability to craft clear and compelling messages
- Experience working with cultural organizations, museums, or similar sectors is required
- Demonstrated success in driving participation in surveys or similar campaigns
- Ability to manage multiple tasks and work independently in a remote environment using collaboration tools
- Familiarity with digital marketing platforms and analytics
- Knowledge of state-level government projects is a plus
- Familiarity with New York State and its museums

### Other desired attributes:

- Attention to detail with the ability to manage complex projects
- Capacity to identify the unique challenges of engaging museums of different sizes, and types, and the ability to find creative solutions to engage them effectively
- Ability to develop and execute long-term strategies to meet participation goals, while being flexible to adapt to changing needs or feedback
- Strong organizational and time management skills and the ability to prioritize tasks and meet deadlines
- Proficiency in digital tools for marketing, project management, and communication
- Ability to think outside the box to create compelling and engaging marketing campaigns that resonate with museum professionals and leadership
- Familiarity with the needs and interests of museums, zoos, and other cultural organizations, as well as trends in the cultural sector
- Comfort with tracking, analyzing, and reporting on key performance metrics to assess campaign effectiveness and optimize efforts
- Awareness of the cultural and historical context of various museums, ensuring marketing materials and outreach strategies are appropriate and effective for diverse audiences
- Adaptability to pivot and adjust strategies quickly based on the needs of the project or changes in the survey response rates

## **Contractor compensation and budget:**

We expect this contractor to be working on this project for approximately three months to four months. The budget for this work is \$25,000 - \$35,000, depending on mutually agreed upon scope.

As a short-term contractor, you are responsible for providing your own equipment and fulfilling the contracted goals. You are also responsible for any tax obligations, benefits, etc.

**To apply:**

We've put together a short questionnaire for interested contractors to complete. You can find the questionnaire below, and when you are ready, go to **[this link](#)** to submit your initial proposal.

**Please do not call or email us about the position. We'll share our progress on hiring this contract position on our website and try to be as transparent as possible.**

We can't wait to hear from you!

*Wilkening Consulting will not discriminate against any employee or applicant for employment because of race, creed, color, religion, national origin, sex, sexual orientation, gender identity, age, disability or marital status, and will undertake or continue existing EEO programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force.*

# HIRING QUESTIONNAIRE

1) Your name:

2) Your email address:

3) Your location (city, state):

4) How did you hear about this position?

5) What types of museums have you worked in? (If multi-disciplinary, indicate all disciplines.)

Art museums

History museums or historic sites

Botanical gardens or arboreta

Zoos or aquaria

Children's museums

Science centers or museums

Natural history museums

I have never worked at a museum

Other -please specify: \_\_\_\_\_

6) Why are you interested in working with museums specifically? What makes museums important to you?

7) Tell us about one or two museum-related projects you've worked on that you are particularly proud of.

8) Imagine a small historical society that is either run by volunteers or has one staff person. Their state would like to reach out to them to collect data about their museum (such as attendance data, budget information, and a few other things).

- What kinds of communications would you plan to reach these individuals? That is, what channels/forms of communication would you use?
- What kinds of messages would you want to convey a "call to action" to share their data?

**9) Please upload your resume here.**

*Allowed types: png, gif, jpg, jpeg, doc, xls, docx, xlsx, pdf, txt, mov, mp3, mp4*  
*Max file size: 500 KB\**

**10) Thank you so much for your interest! If you have anything else you wish to share with me, you can do so here.**

**Otherwise, please click on "submit" or the forward arrow and you should receive an email confirmation of your application.**

- Noël Koehn, Senior Consultant, Wilkening Consulting

Thank You!