

Job Description: PR/Marketing Manager

Date: November 2021
Title: PR/Marketing Manager
Department: Marketing & Communications
Position Reports To: Director of Revenue/Enterprise
Status: Exempt / Full-time

Summary: This individual serves as a public face of the Center of the West, able to articulately act as Center representative with the public and the media. They communicate the activities, purposes, and philosophy of the Center of the West to the community-at-large and, specifically, to potential clients, employees, volunteers, and donors, by making effective use of a variety of approaches. This individual will create compelling marketing campaigns using multiple platforms and strategies, cultivating, growing, and maintaining relationships with media, both traditional and electronic. Positions the Center of the West as a national leader in the stories of the American West.

Job Duties:

- In accordance with the strategic plan, develops and directs internal and external communications, brand strategies, marketing and public relations strategies and campaigns across multi-faceted platforms, both traditional and digital.
- Oversees social media strategy and content goals for Center's general pages, including staff- and user-generated content. Monitors and responds to user comments and inquiries.
- Drives awareness of Center activities to increase attendance and enhance reputation.
- Serves as the liaison to Center's designated marketing firm as well as other partners.
- Produces and distributes engaging content to the media (e.g., media alerts and news releases) in a timely manner in collaboration with staff; follow up as needed to enhance media relations.
- Manages department budget.
- Recruits, retains, supervises, and evaluates Public Relations/Marketing interns.
- Works in partnership with Electronic Communications Manager to ensure consistent messaging between traditional and electronic media.
- Leverages consumer insights, understanding of marketplace and competitive dynamics, and other data to inform marketing decision-making and desired outcomes.
- In collaboration with Electronic Communications Manager, identifies, manages, creates, and publishes high-quality digital content including e-mail, video, story banks, website content, and social media.
- Stays up to date on the newest trends, tools, and insights within digital marketing, serves as a marketing technology resource, and advocates across the organization to optimize plans based on these insights.
- Conceives and implement concepts, guidelines, and strategies in various creative projects and oversee them to completion.
- Revises content and presentations, approving/rejecting ideas, providing feedback to the team.
- Keeps senior management team informed by compiling, analyzing, and reporting marketing results; and by forwarding plan projections and updates.

Competencies:

- Ability to meet schedules/deadlines while efficiently managing multiple priorities.
- Excellent communication skills – written and verbal.
- Articulate at public speaking.
- Ability to work collaboratively with staff and other departments.
- Ability to work independently and as part of a team.
- Strong spelling and grammar skills.
- Exemplary interpersonal skills, diplomacy, loyalty, and mature judgment.

Supervisory Responsibilities:

- Electronic Communications Manager and interns.

Required Education and Experience:

- Bachelor of Science or Bachelor of Arts degree in a related field (marketing, advertising, journalism, English, communications, public relations, etc.) or at least five years' experience.
- Previous non-profit organization experience preferred.
- Previous managerial/supervisory experience appreciated.
- Must possess command of current computer technology, especially Microsoft Office.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

EEO Statement:

Buffalo Bill Center of the West provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

THE REMAINDER OF THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK

Position Analysis/Specifications

	<i>N/A</i>	<i>OCCASIONAL</i>	<i>FREQUENT</i>	<i>CONSTANT</i>
Sitting			x	
Standing			x	
Walking		x		
Bending Over		x		
Crawling	x			
Reaching		x		
Crouching		x		
Kneeling		x		
Balancing		x		
Pushing/Pulling		x		
Lifting/Carrying				
10 lbs or less		x		
11 lbs to 25 lbs		x		
26 lbs to 50 lbs		x		
51 lbs to 70 lbs		x		
Manual Dexterity		x		
Fine Motor Skills		x		
Gross Motor Skills		x		
Eye/Hand Coord.		x		
Near Vision		x		
Far Vision		x		
Color Recognition			x	
Hearing			x	

Environmental Factors

	<i>YES</i>	<i>NO</i>	<i>Limited</i>
Working Outside			x
Working Inside	x		
Working Alone	x		
Working Closely with Others	x		
Excessive Cold/Heat			x
Excessive Humidity/Dampness		x	
Noise/Vibrations			x
Working with Chemicals/Detergents/Cleaners		x	
Working Around Fumes/Smoke/Gas		x	
Walking on Uneven Surfaces			x
Motorized Equipment or Vehicles			x
Working with Machinery/Motorized Equip.		x	
Climbing on Scaffolds or Ladders			x