

Job Description

Date: 2026

Title: PR/Marketing Director

Department: Marketing and Communications

Position Reports To: Chief Operations Officer

Status: Exempt / Full-Time

Summary:

This individual will spearhead the organization's transition to a next-generation strategic platform and mission to Cultivate the Enduring Spirit of the American West. This individual will articulate the Center's evolving purpose, philosophy, and initiatives through a coordinated mix of communication tactics and can articulately act as Center representative with the public and the media and, specifically, to potential clients, employees, Board volunteers, and donors.

Job Duties:

- Designs and launches near and long term, cross-channel marketing plans and campaigns that align with the new strategic platform, leveraging traditional and digital media.
- Builds and nurtures strong relationships with media outlets, influencers, and online communities to amplify the Center's narrative and serve as a representative as needed.
- Positions the Center as the national authority on "cultivating the enduring spirit of the American West," while guiding stakeholders through the organization's transformative vision.
- Participates on the Senior Management Team
- Oversees electronic media, including overall strategy for website and e-communications based on the Center's strategic plan to reach defined metrics.
- Oversees social media strategy and content goals for Center's general pages, including PR staff-generated and user-generated content. Monitors and responds to user comments and inquiries.
- Drives awareness of Center activities to increase attendance and enhance reputation.
- Works directly with Center's designated marketing firm as well as future partners in rebranding.
- Produces and distributes engaging and creative content (e.g., media alerts and news releases) using the web platform and other avenues in close collaboration with development, administration, curatorial, and education staff.
- Engages talent and expertise of Center's Board Marketing Committee to create and share direction, tactics, and reports.
- Manages department budget.
- Recruits, retains, supervises, and evaluates Public Relations/Marketing interns.
- Works in partnership with the Multimedia Content Specialist to ensure consistent messaging and cohesive narrative for the Center through traditional and electronic media.
- Develops and directs internal and external communications, brand strategies, marketing and public relations strategies and campaigns across multi-faceted platforms to include website and the digital presence.
- Leverages consumer insights, understanding of marketplace and competitive dynamics, and other data to inform marketing decision-making and desired outcomes.
- In collaboration with Multimedia Content Specialist, identifies, manages, creates, and publishes high-quality digital content including e-mail, video, story banks, website content, and social media.

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Job Description – PR/Marketing Manager

- In collaboration with Multimedia Content Specialist, manages the user experience of the website including site navigation, content development, checkout funnel, and promotional campaigns.
- Stays up to date on the newest trends, tools, and insights within digital marketing, serve as a marketing technology resource, and advocate across the organization to optimize plans based on these insights.
- Articulates, prioritizes, leads, and implements a future vision for the digital space that aligns marketing technology with strategic goals, improves processes and performance, streamlines technology, and crafts new digital business models.
- Conceives and implements 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 team informed by compiling, analyzing, and reporting marketing results; and by forwarding plan projections and updates.

Competencies:

- Ability to meet schedules/deadlines
- Excellent communication skills – written and verbal.
- Ability to work collaboratively with staff and other departments.
- Ability to work independently and as part of a team.
- Efficient and able to manage multiple priorities.
- Up to date on current and emerging technologies and digital landscapes

Supervisory Responsibilities:

- Supervises Multimedia Content Specialist, Digital Media Coordinator, and Interns.

Required Education and Experience:

- A 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 is required.
- Previous non-profit organization experience preferred.
- Previous managerial/supervisory experience appreciated.
- Must possess an excellent, documented command of computer technology.
- Must be articulate and have strong spelling and grammar skills.
- Must exhibit exemplary interpersonal skills, diplomacy, loyalty, and mature judgment.

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.