

MFAH *The Museum of Fine Arts, Houston*

Position Available

Title:	Associate Head, Marketing & Promotions
Reports To:	Head of Marketing and Communications
Pay Type:	Full-Time, Regular, Exempt, 35 hrs/week
Salary:	Commensurate with Experience and Education
Benefits:	Group Medical and Dental Insurance, Life and Long Term Disability Insurance, Retirement Plan, Flexible Spending Plans, Paid Time Off, Reserve Time Off, Holiday Pay, Museum Membership and Discounts
Work Schedule:	Monday – Friday, 9am – 5pm
Work Location:	Montrose Building, a non-smoking facility

Organization Summary:

The Museum of Fine Arts, Houston has been a leading cultural organization in Houston for nearly a century, and ranks nationally among the top 10 art museums in exhibition space, memberships, endowment, and attendance. The MFAH is sited on 14 acres in Houston’s Museum District, with a multifaceted campus that comprises multiple gallery buildings, a sculpture garden, an art school, and, nearby, two affiliated house museums for decorative arts. The encyclopedic collection numbers more than 70,000 works of art in a wide range of media, encompassing 6,000 years of human creativity. Currently, the Museum is engaged in a high-profile expansion project slated for completion in 2020 -- a campus transformation that is the largest cultural project under way in North America.

Position Summary:

Reporting directly to the Head of Marketing and Communications, the Associate Head, Marketing & Promotions will be responsible for strategic and tactical promotion of and engagement with the MFAH collection, programs, exhibitions, special events and campus growth, along with day-to-day oversight of Museum marketing initiatives, including traditional and digital advertising and promotional partnerships. Creates, develops and oversees advertising goals and achievements, including media buying and marketing campaigns. Manages relationships and marketing strategies and planning for a dozen internal “clients” representing nearly all areas of the Museum’s programming and revenue-generating areas.

This role and the supporting Advertising and Promotion Coordinator will focus on promoting our brand and our programs to highlight and enhance audience, visitor and membership activities, as well as engagement and growth, in support of the MFAH’s mission and goals. The Associate Head will also creatively build ongoing public interest and support for the MFAH through partnerships and collaborations.

Primary Responsibilities:

Creatively, imaginatively and strategically:

- Creates museum-wide promotional strategies, partnerships, and plans with Head of M&C, and supervises day-to-day implementation
- Develops marketing and advertising plans for all Museum activities and initiatives, including community and media partnerships

The Museum is an equal opportunity employer dedicated to a policy of nondiscrimination in employment without regard to race, creed, color, age, gender, gender identity, sexual orientation, religion, national origin, genetic information, disability, or protected veteran status. For more information, visit our website at <http://mfah.org/about/careers/>.

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- Develops, manages and implements promotional events, including the popular MFAH Mixed Media series of late-night parties
- Drafts advertising and promotional copy for print and broadcast
- Oversees advertising spends and schedules
- Manages digital-advertising agency
- Manages promotional-partner relationships and fulfillment
- Oversees design needs such as advertising, website updates, social-media graphic campaigns, and promotional collateral for partnerships and programs
- Collaborates with the Head, M&C, and Interactive Marketing Manager on video content strategy and production
- Identifies and manages marketing-generated admissions and promotional discounts
- Evaluates tactics, assesses impact, and adjusts strategies to improve continuously upon the effectiveness of marketing, promotions and outreach efforts.

Skills, Knowledge and Abilities:

- Fluency and demonstrated success in traditional and digital advertising and promotion
- Writing and editing experience and excellence
- Familiarity with (*and hopefully a passion for*) art and art-historical terms
- Ability to meet demanding deadlines, manage multiple projects at once, interact with a broad variety of internal departments and external entities, manage and traffic multiple priorities
- Strong aptitude and experience with various software design and application tools such as Photoshop and Illustrator and with various Microsoft Office products

Education and Experience:

- Bachelor's degree in related field **preferred** OR an equivalent combination of experience and education from which comparable and demonstrable knowledge, skills and abilities have been achieved.
- Five + years related work experience, including in the fields of web development and management, marketing, advertising, journalism, social-media applications
- Demonstrated ability to merge Creativity + Innovative Approach x Tactics = Excitement + Vision Fulfilled

How to Apply:

Send resume to Human Resources, Job-19-118MAC, P.O. Box 6826, Houston TX 77265-6826; Fax 713-639-7508 or email: jobs@mfah.org.