



The Sailing Museum & National Sailing Hall of Fame
Communications & Marketing Manager
Full Time Exempt/Permanent

The Communications & Marketing Manager executes and integrates traditional and digital media strategies to build The Sailing Museum's and National Sailing Hall of Fame's audience growth, cultivate visitor loyalty, drive revenue and membership and enhance the museum's reputation. The position implements effective strategies designed to build ongoing public interest and support for the organization through community outreach, partnerships and collaborations. Internal collaboration between departments and external relationship management with media partners, vendors, agencies and designers is integral to the role.

The Communications & Marketing Manager will serve as a key member of the staff and a trusted partner who can work closely with, and support their coworkers, and the board of directors. This candidate must possess an appreciation for the museum's mission and ability to be an effective spokesperson.

Key Responsibilities:

- Enhance organization image and position within the market and to the general public.
- Create relevant and engaging content for web, social media, email that reflects current programs and events.
- Provide copywriting and editing support for both internal and external communications.
- Creation of content and materials across all departments, including assorted graphics for external digital use, and The Sailing Museum Monthly Newsletter.
- Handle communications and maintain positive relationships with external industry partners and photographers.
- Showcase The Sailing Museum & National Sailing Hall of Fame under brand guidelines that are directly supportive and reflective of the overall mission.
- Develop schedules, editorial calendars, and manage asset submission deadlines.
- Maintain coordinated marketing efforts across all organization sectors which include The Sailing Museum, The Museum Store and National Sailing Hall of Fame.
- Digital asset management for day-to-day operations and events, including a strict eye on sourcing quality imagery for all channels.
- Follow industry trends and content related to museum members.
- Fulfill internal and external requests for logos, photo files, language and other brand assets.
- Report to the Executive Director and other team members, as necessary, the metrics and results that reflect effectiveness for all communications efforts.
- Work closely with constituents and agency of record to implement strategies that further the organizations' brand recognition, programs and services.
- Work with leadership on necessary consent and approvals on all marketing collateral, products and promotions.
- Foster a culture of continuous improvement - utilizing best practices in internal and external controls and customer service – and advance a culture of philanthropy.

Experience & Skills:

- Bachelor's degree required. Degree in communications, marketing, journalism or liberal arts preferred (or equivalent combination of education and experience).
- 5+ years marketing and communications experience in a sailing and/or nonprofit setting.
- Excellent verbal and written communication skills.
- Experience with web management using Wordpress.
- Demonstrated success in managing and implementing multichannel communications and marketing plans across all platforms.
- Strong communication and collaborative skills to clearly convey concepts and vision to creative teams, consultants and stakeholders.
- Highly motivated and self-starting.
- Ability to work under tight deadlines with flexibility to shift gears quickly, when needed.
- Solid organizational abilities, including prioritizing, attention to detail and planning.
- Willingness to step out of typical role for the good of the organization.
- Team player who values diversity; works well with others of all ages and backgrounds.
- Proficiency in MS Office and Adobe Creative Suite.
- Experience with MailChimp.
- Knowledge of SEO, Google Analytics, Google Ads.
- Strong candidates will have graphic design knowledge/experience using Adobe and/or Canva.
- Experience in tourism development and nonprofits will be considered an asset.
- Knowledge of Salesforce is preferred but not required.
- Knowledge of sailing is preferred but not required.

This is a full-time position that offers a competitive nonprofit salary and benefit package commensurate with experience. Start date between May 1 and 15, 2023.

Applications:

Email cover letter and resume to jobs@thesailingmuseum.org please attach pdfs of your cover letter and resume, titled with the position and your last name, email subject with Director of Development. Please include a list of references (3 minimum) with your application. No phone calls, please. Physical demands typically associated with the position include but are not limited to, light work, lifting, reaching, organizing, and moving inventory.

The Sailing Museum is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment.

Background of Organization:

The Sailing Museum & The National Sailing Hall of Fame, is a Rhode Island nonprofit organization. Founded in 2004 in Annapolis, MD, it is dedicated to preserving the history of sailing and its impact on American culture; honoring those who have made outstanding contributions to the sport; demonstrating its value as a hands-on tool for scholastic and life skills learning; and inspiring and encouraging sailing development and participation. Through an annual induction to the Hall of Fame, the organization recognizes the outstanding achievements of US sailors in three categories; sailing, technical and contributor; and leverages these achievements to inspire new generations of sailors. In March of 2019, the organization purchased a property in Newport, RI to create a museum and venue for on-site learning and to build a sustainable enterprise – longstanding visions for the organization. And in May 2022 The Sailing Museum opened. Here sailing heritage is celebrated, its legends honored, and a new generation of sailors and innovators cultivated.