

MarinMOCA Marketing & Development Manager

The Marketing & Development Manager will work closely with MarinMOCA's Executive Director to develop, execute, and manage the museum's marketing, communications, and fundraising efforts. The Manager will help redefine, develop and implement branding and marketing strategies to advance MarinMOCA communications at a pivotal moment in its growth and development. At the same time, this role is a donor-facing position focused on developing and stewarding individual giving, membership, corporate sponsorships, and grants.

A successful candidate is a flexible, collaborative, strategic, autonomous, forward-thinking individual, who has a passion for contemporary art and artists and is excited about conveying MarinMOCA's mission, vision, and cultural objectives to new and existing donors and supporters.

RESPONSIBILITIES

Marketing and Communications (60%)

- Design, implement, and manage annual marketing and communications plan and budget, including print and digital content, email marketing, and social media.
- Write and send press releases, create press kits and materials, respond to media requests, and prepare for press interviews.
- Provide strong copyediting and design oversight on all published materials including gallery signage, publications, posters, newsletters, invitations, and press releases.
- Consult with contract graphic designers to develop branding and look and feel for all print and digital materials marketing MarinMOCA exhibitions, programs, and fundraising efforts.
- Ensure brand integrity and style standards across all platforms.
- Regularly update and distribute all print and digital materials including exhibition postcards, posters, wall graphics, and webpages, as well as all support materials for education and fundraising programs.
- Manage and direct junior and contract staff to ensure that digital content for MarinMOCA's websites, social media, and email marketing is up-to-date and supports our exhibition and education programs.
- Oversee and manage all contact mailing lists and ensure they are up to date.
- Collect and organize all visual assets.
- Track and measure engagement across platforms.

Development (40%)

- Collaborate with Executive Director and Board on developing and supporting fundraising strategies and partnerships, including individual and planned giving, corporate sponsorships, stewardship materials, and fundraising events.
- Manage development-related budgets including revenue and expenses.
- Manage the organization's grant portfolio including prospect and subject matter research, proposal writing, procuring and managing contract grant writers and reporting to funders.
- Manage museum membership program, including design and dissemination of membership materials and implementation of membership mailings and email campaigns.
- Serve as the staff development liaison with the Board of Directors; facilitate Board communications and meetings as assigned.
- Maintain calendar of fundraising events with clear deadlines.
- Manage donor database and donor communications such as contacts, thank you letters and phone calls.
- Support other organizational needs as they arise.

General

- Work with multiple vendors including graphic designers, website consultants, printers, and others.
- Supervise junior staff members.

POSITION REQUIREMENTS

- Bachelor's degree and 3-plus years of nonprofit marketing and development experience with a proven track record of building brand awareness, community collaborations, business connections and relationships, and measurable fundraising successes including obtaining corporate sponsorships.
- Excellent verbal and written skills. Diplomatic and positive interpersonal communications skills.
- Ability to write critical print and digital marketing communications, including press releases, website copy, print collateral, and fundraising materials.
- Strong planning and time management skills, and the ability to work independently.
- Self-starter, and goal-driven to initiate calls and meetings.
- Exceptionally organized and exhibits follow through on tasks and goals.
- Innovative thinking on new ways to promote MarinMOCA's exhibitions and programs, and to generate revenue.

- Proficiency in Microsoft Office applications, Adobe Creative Suite, Google Suite, and familiarity with back-end website and donor database platforms.
- Proficiency with such email marketing and donor database platforms as Constant Contact and Donorsnap.
- Knowledge of CMS systems preferred.
- Experience with arts organizations, and knowledge of the Bay Area visual artists and arts communities are a plus.
- Familiar with nonprofit boards of directors.
- Available to work occasional evenings and weekends.
- Commitment to the principles and practices of diversity, inclusion, equity, belonging, and social justice.

SCHEDULE, COMPENSATION & BENEFITS

This is a full time, exempt position, with remote work eligible on Mondays. Salary commensurate with experience. Reports to the Executive Director.

How to Apply

To apply, please submit your resume and cover letter to info@marinmoca.org with the subject heading “Marketing and Development Manager.” Finalists will be asked to submit names and contact information for three references and writing samples.

Application deadline: December 12, 2022.

About MarinMOCA

The Marin Museum of Contemporary Art (MarinMOCA) is located in historic Hamilton Field in Novato, California. It is dedicated to championing the development of artists at all stages of their careers through exhibitions, programs, scholarship, and the production of new works that reflect, engage, and inspire our diverse communities of the greater Bay Area. The museum includes three galleries, a museum store, and an arts education program. Over 60 artists have working studios in four buildings that provide an atmosphere of creative energy in which contemporary art flourishes.

Marinmoca.org