



Position Description – Marketing Manager

Reports to:	Executive Director
Classification:	Full-Time Salary
Schedule:	Monday-Friday with occasional weekend or evening responsibilities
Compensation:	\$30,000-35,000
Benefits:	Full-Time benefits include 12 days of vacation, 5 days sick, Health Insurance, short/long term disability, Simple IRA with 3% match

Position Summary

The Building for Kids Children's Museum is one of the largest and most exciting children's museums in Wisconsin. As a growing organization that serves over 120,000 visitors each year, we are seeking a Marketing Manager to plan, create, organize, and direct all marketing efforts and design work to support our mission of Empowering Children, Engaging Parents, and Energizing our Community,

Primary Job Responsibilities

- Develops, implements and oversees external communication plans to distinct audiences, media strategies, marketing, and public affairs programs in accordance with department goals, mission, and values.
- Researches public opinion and emerging community issues.
- Provides strategic direction and advice to the organization on emerging and urgent communications issues; recommends responses; trains managers and supervisors on media and public relations issues.
- Plans, organizes, and implements logistics of media events.
- Develops and distributes media releases, media advisories, newsletters, informational brochures, speeches, and other materials to alert public of programs, events, and services.
- Develops, implements, and oversees internal communication plans and strategies.
- Prepares content and manages web site and social media.
- Represents BFKCM in live media spots.
- Create and design content for marketing efforts and internal graphic design needs.
- Performs other or related duties as assigned.

Desired skills and qualifications:

- Excellent communication and writing skills
- Graphic design proficiency
- Emerging trends of public relations and communication
- Principles and techniques of mass and targeted communication, public speaking and marketing
- Ability to respond to media under pressure.
- 1-3 years of professional experience and internships in public relations, corporate or non-profit communications or journalism.
- Bachelor's Degree

Application: Please send a cover letter and resume to jobs@buildingforkids.org

The Building for Kids, Inc., is an Equal Opportunity Employer.

Empowered children. • Engaged parents. • Energized communities.

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