



PART-TIME MARKETING MANAGER - JOB DESCRIPTION

Visions Museum of Textile Art (Visions) is a 501(c)(3) non-profit organization, governed by a nine-member board of directors, and a six-member staff. Visions is the premiere national venue for exhibiting contemporary art quilts and textiles. Located in the historic Liberty Station Arts District in San Diego, Visions hosts stunning exhibitions, in-person and virtual education workshops, and multiple special events. Our goal is to promote an appreciation and understanding of quilts, textiles, and fiber as fine art. Visions also benefits from a growing permanent collection of textile art. Visions is fortunate to have over 80 volunteers and 400-plus annual members.

JOB DESCRIPTION

We are looking for the right person to oversee all the museum's marketing needs. The successful candidate should be an energetic, hard-working professional who celebrates wearing multiple hats. The Marketing Manager will spearhead the smooth operation and functioning of all marketing related activities as well as develop the first annual Visions Marketing Plan and a style guide that aligns with the museum's mission, goals, strategic plan, fundraising, and programs. He/she must be able to engage and connect with diverse individuals and organizations throughout the county and region. The successful candidate must be both strategic and detail oriented. This is a time of great growth and change for Visions, and thus flexibility and patience are required. This is a part-time position with the potential to grow over time.

- Supervisor: Executive Director
- Part-time, non-exempt
- Salary range: Based on experience and skillset

MARKETING AND COMMUNICATION

- Create the first Annual Marketing Plan and a style guide for Visions that is aligned with and supports the museum's mission, goals, strategic plan, fundraising, and programs.
- Design, develop, and implement targeted communications for all museum activities appropriate to each type of event (exhibits, educational workshops, donor meetings, etc.).
- Ability to create and distribute to a variety of communications (newsletters, flyers, social media, paperless post, signage, etc.) about museum exhibitions, workshops, and other museum-related activities.
- Design and manipulate graphics to complement content.
- Create, post, and analyze the impact of social media posts.
- Design gallery signage, guides, and catalogs, and arrange for printing.
- Develop accountability measures and document marketing processes.
- Support renewal museum membership campaigns and analyze results/impact.
- Work with Donor Perfect and help manage membership records.
- Create and post videos on various platforms (YouTube, etc.).
- Help manage contracts and content for external partners.
- Post events to the public on sites that have an event calendar (e.g., KPBS, SD Reader, SD Union).
- Coordinate content with museum's web designer.
- Other duties as needed and assigned.



GENERAL SUPPORT

- Upload shared files to Google Drive, Share Point, etc., in an organized and systemic manner.
- Occasionally answer the phone, check the general info email, and support the museum store.
- Help prepare for and stay after museum-sponsored events.
- Attend occasional evening and weekend community meetings.
- Participate on internal and external committees and attend partner meetings, as appropriate.
- Other duties as assigned.

QUALIFICATIONS

- Ability to prioritize and manage multiple tasks, exercise sound judgment, and exhibit common sense.
- Ability to write extremely well and design high quality graphics.
- Ability to create, edit, and post video content.
- Demonstrate respect for diverse viewpoints.
- Excellent interpersonal skills, including the ability to build long-term relationships with diverse individuals and organizations.
- Excellent communication skills, including verbal, written, and public speaking.
- Values-based and strong sense of integrity.
- Ability to create and implement systems and processes.
- Strong team player.
- Big picture strategic thinker with attention to detail.
- Proficiency in Google Drive, SharePoint, Excel, and other key electronic programs.
- Understands Constant Contact, Google, Adobe Photoshop, and other illustrator platforms.
- Demonstrates strong organization and management skills.
- Experience with Donor Perfect and managing membership records.
- Works well individually and as a team member in a fast-paced environment; has a positive, flexible, and helpful attitude.
- Skilled in posting content to social media sites.
- A minimum of four years working in a professional environment with at least two years dedicated to marketing.
- Bachelor's degree required.

To apply, please go to [Indeed.com](https://www.indeed.com) and search for this position by organization name and location: Visions Museum of Textile Art, San Diego, CA or click on the link below:

<https://www.indeed.com/jobs?q=visions+museum+of+textile+art&l=San+Diego%2C+CA&from=searchOnHP&vjk=4b766a2a34fcdc54>