



Director of Marketing & Communications

ABOUT THE AMERICAN MURAL PROJECT (AMP)

Launched in 2001 by artist Ellen Griesedieck, AMP is home to the largest indoor collaborative artwork in the world—a three-dimensional mural 120-feet long and five stories high. The mural is a tribute to American workers and highlights what has defined the country over the last century. It seeks to inspire, to educate, to invite collaboration, and to reveal to people of all ages the many contributions they can make to American culture.

More than 15,000 children and adults have helped create pieces of the mural, which is housed in one of two former mill buildings on the AMP campus on Whiting Street in Winsted, Connecticut. The art museum and education center opened with regular hours in June 2022. Programming is currently offered for schools and teachers, after-school partnerships, summer enrichment sessions, and an apprentice-style internship program. Plans are underway for additional programming and events throughout the year.

THE POSITION

AMP seeks a part-time director of marketing and communications. This individual will lead the development and implementation of an integrated marketing, communications, and engagement strategy, to include building awareness of the organization and mission, expanding visitation, and maximizing engagement and participation across all programs, initiatives, and events. This on-site position is anticipated to require roughly 25 hours per week and will involve some evening and weekend hours on occasion. The successful candidate will work with the executive director and founder/artistic director to set goals. AMP is an equal opportunity employer.

RESPONSIBILITIES

- Serve as principal representative of and advocate for organizational branding, marketing, and public relations.
- Contribute to strategic and operational planning.
- Drive the development of all communication and marketing plans from concept to execution, including strategies, action plan, and analysis.
- Maintain organizational voice and style across all marketing and communications pieces.
- Set strategy for and implement all marketing efforts and initiatives, including copy development, design, and distribution of publications and digital content; social media; press relations and media pitches; advertising; promotions; and website content and SEO strategies.
- Create and manage the execution of compelling and creative content to share across marketing platforms, including social media, website, newsletters, video, and more.
- Develop public relations strategy to garner press coverage from a broad range of regional and national media outlets; work with publicist on execution.
- Work with AMP's graphic designer on all design work and marketing pieces.



- Increase audience base for visitation to the exhibit, and attendance for community programs and events (these events and activities differ from education programs), with a focus on attracting new and returning audience members.
- Direct the marketing and community programs budget.
- Spearhead earned income opportunities, including community programming and merchandise.
- Help position and promote venue rentals as a source of earned revenue.
- Support fundraising and outreach efforts of development department. Advise on sponsorship programs and work collaboratively on sponsor needs.
- Oversee and advise on marketing of education programs, including materials, promotions, and outreach.
- Direct and mentor visitor services staff and volunteers, eliciting the highest possible performance.
- Develop monthly KPI reports; analyze weekly visitation reports as well as all digital metrics, including email, website, social, and Google Analytics and Ads, and adjust strategies accordingly.
- Work with staff, photographers, and videographers to create compelling and strategic content for marketing purposes.
- Act as community representative with regional businesses and groups as needed.

QUALIFICATIONS

- At least 4 years of nonprofit cultural marketing experience and/or community programming/event development and direction, with at least 3 years in an upper management position
- Degree or commensurate abilities and professional experience in the areas of marketing, communications, and/or program and event management
- Creative and compelling writing abilities that can adapt to a continually changing and dynamic environment
- A keen understanding of and history of proven success with creative digital marketing and social media strategies and campaigns
- Demonstrated success in growing audience base
- Experience creating and managing budgets
- Impeccable written and verbal communication skills
- Strong capabilities around collaboration
- Experience working with Salesforce is preferred but not required

TO APPLY

Interested candidates should send resume, cover letter, writing samples, social media post examples, and at least two references to:

Amy Wynn, Executive Director

American Mural Project

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