



ASSOCIATE DIRECTOR OF MARKETING

FLSA Classification: Full-Time - Exempt

Anticipated Pay Rate:

The Country Music Hall of Fame® and Museum Department of Operations

Applications are accepted electronically HResources@countrymusichalloffame.org

The Country Music Hall of Fame® and Museum has an opening for a full-time exempt Associate Director of Marketing within the marketing department.

Company Overview: The Country Music Hall of Fame® and Museum seeks to collect, preserve, and interpret the evolving history and traditions of country music. Through exhibits, publications, and educational programs, the museum teaches its diverse audiences about the enduring beauty and cultural importance of country music. See all available opportunities here: [Employment](#).

Job Overview:

Reporting to the Director of Marketing, the Associate Director of Marketing will lead a team of energetic and progressive minded Marketing Services Managers/Coordinator that play an integral role in managing the marketing, financial and promotional needs of internal clients to ensure that best-of-class marketing practices are applied and institution branding standards are met to support the many goals and objectives of the Country Music Hall of Fame® and Museum, Historic RCA Studio B and Hatch Show Print. This mid-career position provides tremendous opportunity to experience all levels of marketing, to encourage independence and growth and to develop management and training skills.

RESPONSIBILITIES:

1. **Team Management/Leadership** – Serve as the leader of a team of four, cultivate a positive work environment and be their direct support to manage internal clients and prioritize projects.
2. **Client Service** – Serve as a primary interface between the Marketing team and the various divisions within the institution. Exceptional client service skills are required to effectively balance the varied goals and objectives of each division.
3. **Market Research** – Help improve inter-departmental knowledge through market research activities to better understand demographics, competitive landscape, and emerging market trends.
4. **Media Placement/Fulfillment** – Place media buys and fulfill selected advertising buys secured for various Museum departments, including print, outdoor, digital and other non-traditional media. Work alongside the Communications department to align paid media schedules along with earned media schedules.
5. **Promotions** – Multiple promotional opportunities are secured each year with various partners and fulfill partnership promotions and execute museum-driven promotions from conception to fulfillment to analysis.
6. **On-Property Marketing** – responsible for fulfilling on-property marketing initiatives designed to deliver a premium experience to our guests.
7. **Budget Management** – manage the marketing budgets for various museum clients to ensure expenses are managed appropriately. Collaborate with clients in strategic marketing making sure budgets are properly allocated and plans are implemented.



8. **Invoices and Contracts** – Update invoices weekly to accounting and input contracts weekly into the internal purchasing system.

JOB REQUIREMENTS:

- Bachelor's Degree in marketing, communication or related field required
- Prior hospitality, tourism, not for profit or related experience preferred
- Minimum 5 years marketing experience, with preference given to agency or tourism experience.
- Minimum of 3 years experience managing a team/staff (excluding intern management).
- Experience working in a digital environment preferred
- Able to exercise discretion and keep strictest levels of confidentiality
- Must maintain regular and acceptable attendance at such level as is determined at the company's sole discretion. Periodic nights and weekends required.
- Ability to squat, lift and carry marketing materials and supplies may be necessary.
- Excellent knowledge of MS Office, marketing computer software and online applications (Emma, EMS, Tessitura, Basecamp preferred)

RELATIONSHIPS AND ROLES:

- Exhibit the capability to interact and cooperate with all company employees.
- Actively listen to all parties.
- Demonstrate the ability to work independently and cooperatively.
- Create a positive work culture: build trust, value others, communicate effectively, drive execution, promote innovation, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Sustain rapport with all support departments.

Additional Skills / Desired Characteristics:

- Highly innovative and creative, self-starter with strong business acumen
- Must be a team player
- Ability to prioritize, multi-task and be very flexible in a fast paced, changing environment
- Excellent oral and written communication skills, including email communication
- Ability to work individually and with cross-functional teams to develop consensus within diverse groups and drive results
- Highly organized, detail-oriented, and possesses outstanding follow through skills
- Excellent analytical, critical thinking, and problem solving skills