

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION

Director of Marketing and Public Relations

*Inspiring Curiosity Through Exploration
Valuing Nature's Wisdom*

Department: Marketing and Public Relations
Position Title: Director of Marketing and Public Relations
Primary Reporting Responsibility: President & CEO
Status: Full-time/exempt

Overview:

At the Buffalo Society of Natural Sciences, we take pride in providing an environment that inspires curiosity, self-directed learning and fun for our guests of all ages. All staff are recruited, trained, directed and developed with this in mind. We believe that science is fun and that everyone can be a scientist when they make observations and ask questions. Research shows that when you mix GREAT SERVICE with GREAT PEOPLE, the result is LASTING MEMORIES for our guests.

Summary of Position:

Reporting to the President and CEO, the Director of Marketing and Public Relations is responsible for the strategic management, oversight and implementation of all Marketing and PR efforts for the Buffalo Museum of Science and Tiff Nature Preserve. This position is a unique combination of strategic leadership and hands-on execution. The Director will work closely and independently with institutional leadership including members of the Board of Managers and other key volunteers, and senior staff throughout the organization. As part of the Society staff leadership team, the Director will contribute to developing and implementing organization-wide strategies and protocols. The position supervises three professional employees, and will manage all media relations, serving as the main point of contact and, when appropriate, as a public spokesperson for the Museum and Tiff. The Society depends upon successful marketing and public relations to achieve mission and financial goals.

Essential Functions:

Program Management:

- Manage Marketing and PR staff, ensuring they have the necessary resources to achieve their goals and that their efforts are directed in support of the Society's overall objectives:
 - Digital Marketing Coordinator
 - Special Events and Facility Rentals Coordinator (shared reporting to Director of Marketing and PR and Director of Development)
 - Brand Identity Manager (shared reporting to Director of Marketing and PR and Director of Experience)
- Oversee the management of brand identity, "Find Why," and the development of ongoing public relations and marketing plans that align with the Society's strategic plan objectives and annual goals.
- Develop, manage and oversee annual marketing budget.
- Oversee/manage the development and execution of all marketing plans to maximize attendance,

program participation, and earned revenue.

- Embrace an audience-first operating standard that puts our current and potential visitors and participants at the center of all of our marketing and communication plans.
- Monitor financial and attendance/participation performance and activity against goals and report progress on a regular basis.
- Monitor key marketing metrics and activity against goals and report progress on a regular basis.
- Develop and maintain media relations that will ensure high visibility and market positioning in support of our brand and organizational objectives.
- Initiate pro-active public relations efforts to capitalize on earned media opportunities.
- Manage the Museum and Tiff's social media presence and strategy: ensure pro-active efforts to expand presence and impact and meet Society goals; direct and manage content for BMS and Tiff websites; manage Google AdWords and Google Analytics.
- Facilitate design services for all marketing needs for the Society.
- Oversee the creation of all marketing and sales materials (print, web, radio, TV, billboards, video, bi-monthly program guide, and grassroots efforts) – including generating vehicles for distribution – for the Society; manage inventory.
- Direct the strategy for and negotiate media buys; oversee advertising schedules and production.
- Oversee the creation of all content – including graphics, text (including press releases), video content, etc. – for all marketing/promotion, media, and social media efforts.
- Manage the organization's external programming calendar, and calendar updates on the internal way-finding system
- Use the Altru database to track programs, discounts, attendance, etc.
- Provide background/write remarks for public speeches for the Chair of the Board, the President & CEO, and others on staff and board as necessary and appropriate.
- Develop public-facing remarks and key messages for Museum staff, including telephone greets and information scripts.
- Provide leadership to the build and execution of a private facility rentals program; ensure high quality client experiences and exceed financial goals within our mission-first culture.
- Serve as lead staff person supporting the BSNS Marketing Committee: convene meetings, provide technical and expert support to discussions, facilitate actions plans.
- Serve on cross-functional work groups, representing the Society's marketing/promotion needs and opportunities.
- Engage and manage external vendors as necessary, working to manage quality results within budgets.
- Serve as liaison with regional tourism entities to promote the Society and its offerings.

Organizational Leadership

- Participate as a member of the senior staff team. Provide leadership to organization-wide initiatives including strategic planning, staff engagement, program prioritization and development, and long- and short-term financial planning.
- Provide on-site leadership to organization-wide events; model best team practice in contribution to event set-up and break-down, program facilitation, guest engagement, etc.
- Provide guidance and expert counsel to colleagues across the organization to support our brand, mission and financial objectives, and public positioning.

Required Education/Experience and Skills

The Society's culture is one of collaboration, collegiality, and teamwork. The Director must have a desire to work in a mission-first and audience-centered culture; produce products and experiences of exceptionally high quality; and to enjoy work and colleagues. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in communications, marketing, or public relations preferred. Graduate degree in a related field desired.
- Minimum of 7 years experience in marketing or public relations with demonstrated success, preferably in the not-for-profit sector.
- Strong leadership skills and the willingness to initiate new practices and eliminate old.
- Ability to think strategically and understand both long- and short- term planning needs and opportunities.
- Demonstrated skills, knowledge and experience in the design and execution of strategic marketing, communications and public relations plans to achieve broad organizational goals.
- Strong creative, strategic, analytical, organizational, writing, and personal communication skills.
- Experience overseeing the design and production of print materials and publications, and in writing for marketing and promotion purposes.
- Ability to effectively present information and respond to questions from key leaders and the general public; acumen in speaking to the media.
- Ability to strategically prioritize and organize work of self and others.
- Ability to encourage cooperation and facilitate consensus and/or compromise.
- Highly self-motivated, results- and goal-driven team player; ability to perform under tight deadlines and meet strict financial goals.
- Lifelong learner with a natural sense of curiosity and respect for science and the scientific process.

Physical Demands

- Reading printed material and computer screens regularly throughout the day
- Manual operation of a computer key board daily
- Moving around and between the Society's sites on a daily basis
- A valid driver's license is required

This job description is not intended as a comprehensive inventory of all duties, qualifications and work conditions. There will be times when the duties of this position will be modified in order to provide the best possible experience for our guests and/or the best results for the Society.

This leadership position will require frequent evening and weekend work.

To apply, please submit cover letter, resume, three references, and salary requirements to:

careers@sciencebuff.org

EOE

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