

# Marketing Manager

## Full-Time Position

### **GREAT PAY! AMAZING BENEFITS!**

St. Augustine Lighthouse & Maritime Museum is a mission based non-profit, grant seeking organization. The Museum is seeking a talented and qualified Marketing Manager. Successful candidates must possess superior verbal and written communication skills; excellent time management, attention to detail, must be flexible, and have the ability to learn new applications quickly. We offer great pay, healthcare, simple IRA, paid time off, and Florida Attractions Association perks!

The Marketing Manager position is responsible for meeting the organizational strategic objectives for brand development and external awareness of the organization and its mission. This role supports the following initiatives: admissions growth, development growth and brand development. Duties include planning, writing, editing, proofing, media relations, budgeting, analysis, micro targeting and design consistency for all areas of our organization.

### **Primary Responsibilities:**

The essential job functions include, but are not limited to:

- Admissions and Development growth through creation of a media relations strategy, seeking high-level placements in print, broadcast and online media, email campaigns, and micro targeting.
- Develop or update the marketing communications plan including strategy with the Marketing Committee. Create marketing goals, budget and tactics.
- Drive our brand identity as a non-profit educational organization both internally and externally.
- Foster our identity locally and nationally as a historical maritime museum.
- Monitor, analyze and report PR and social media results on a weekly basis/monthly/quarterly as needed.
- Manage outsourced activities such as social media, Google Ad Grant, and others as needed.
- Coordinate media inquiries, film production, interview requests, and press releases
- Produce publication and digital communications products that support brand development
- Support opportunities for partnerships, donations, memberships and sponsorships with Development Manager
- Manages media for preplanned events & communications, reviews post event outcomes
- Support retail growth.
- Perform other duties as assigned.

**Qualifications:**

Bachelor's degree or proven Marketing, PR & Communications track record. Minimum three-four (3-4) or more years of experience. Must be in front of our visitors, press, VIP's for the promotion of our organization, but should also be able to focus on a detailed written and designed project to meet deadlines. Should be an excellent communicator both orally and written. It is very important to be a self-starter and motivated to promote our organization.

**Essential Functions/Physical Requirements:**

The duties above indicate the essential functions of the job. Physical requirements will exceed those from a normal office environment; moderate lifting may be required. Must be able to climb the lighthouse tower and perform required site duties including standing a tower and base shift for periods of 2.5 to 3 hours or as required for guest safety. This job will be carried out in a typical Florida outdoor environment; able to lift 25 lbs.

**Benefits:**

- A choice between a top tier HMO or PPO healthcare plan
  - 0-3 years of service and we'll pay 80% of your healthcare premium
  - 3-5 we pay 90%
  - 5+ years and we'll cover it all!
- Inexpensive vision and dental
- Paid time off
  - 0-3 years accrues 2 weeks
  - 3-5 accrues 3 weeks
  - 5-10 accrues 4 weeks
  - 10+ accrues 5 weeks
- Retirement Plan
  - Simple IRA – we match up to 3%
- Discounts to other Florida Attractions

Please click <https://jobapply.page.link/X2sy7> to apply.