Job Title: Head of Marketing & Communications

Date: November 2023

Department: Marketing & Communications

Division: Audience & Engagement

Accountable To: Chief Audience & Engagement Officer

Job Purpose: Develop and implement comprehensive and holistic strategies that raise and enhance the profile of Mia, its collections, and programs as well as drive visitor attendance at the museum. This director-level role manages functions including social media, email, public and media relations, paid media, website content and internal communications to drive growth and increase engagement. Lead project and process cross-functional teams that ensure coordination and execution across the museum.

Mia Culture: The Minneapolis Institute of Art (Mia) is an audience-centered, equitable, and inclusive workplace where everyone is welcome. Mia is mission-driven, generous, agile, emotionally aware, and positive, and endeavors to create a workplace culture where staff are responsible to one another, to our visitors, and to themselves to do the best work possible.

Mia is an affirmative action/equal opportunity employer:
It is the museum's policy to hire and promote qualified people and administer all terms and conditions of employment without discrimination due to race, color, creed, religion, ancestry, national origin, gender, sexual orientation, disability, age, marital status, status with regard to public assistance, or other protected-class status.

Mia does not discriminate on the basis of disability in admission or access to, or employment in, its programs and activities. If you are in need of a reasonable accommodation to enable you to complete the application process, please contact the Head of Human Resources.

Mia Framework for Inclusion, Diversity, Equity, and Accessibility:
Mia is committed to championing policies and practices that value diversity, foster equity, and empower an accessible and inclusive environment. Our strength lies in the diversity among the broad range of people who contribute their time and talents to Mia. We consider inclusion and accessibility to be drivers of institutional excellence and seek out diversity of participation, thought, and action. It is our aim, therefore, that our employees, trustees, interns, and volunteers reflect and embrace these core values.
Major Job Responsibilities:

1. Strategy
   • Develop strategies in support of the museum’s strategic plan goal of driving attendance to one million visitors a year. Set strategic direction for marketing and communications functions.
   • Develop and measure effectiveness and engagement goals. Collect, analyze, and leverage data/metrics to evaluate performance. Create, maintain, and communicate growth goals by platform using KPIs and dashboards.
   • Implement and leverage audience segmentation to identify and engage key community members and stakeholders.
   • Research, recommend, and implement new marketing, communications, and media strategies. Benchmark Mia with other like and aspirational institutions.
   • Develop internal and external key messages and strategies in support of major initiatives, strategic plan goals, partnerships, and projects.
   • Develop and maintain marketing content plan, editorial plan, and calendar.

2. Project, Process, and Budget Management
   • Collaborate with divisional and departmental directors in support of cross-functional goals and planning efforts.
   • Assess incoming projects and plan the departmental production schedule in close collaboration with staff and internal partners.
   • Create and implement marketing structure including new models, frameworks, templates, and timelines that elevate team effectiveness and capacity.
   • Provide regular status reports to internal partners and senior leaders.
   • Develop and manage annual department expense budget, as well as project-related expense budgets.
   • Identify and problem-solve process, resource, and production issues while maintaining internal relationships.
   • Establish and document team best practices and processes.

3. Team Leadership
   • Hire, train, supervise, and elevate the performance of department staff members, freelancers, consultants, and vendors.
   • Lead cross-functional teams.
   • Foster a collaborative and engaged department. Encourage and support professional development and skill building.

4. Perform other related duties and responsibilities as required or assigned.

Qualifications:
Education: BA degree or equivalent experience.

Skills/Experience:
Required:
   • Ten or more years of experience in marketing and communications.
   • At least two years of supervisory experience.
   • Deep knowledge of social media, email, public and media relations, paid media, and website content functions to drive growth and increase engagement.
   • Ability to create short- and long-term strategies that leverage personnel, budgets, processes, and systems to drive growth.
   • Ability to use data and audience insights to evolve strategy.
• Ability to leverage Mia resources (staff, budget, tools, processes, and systems) to drive strategy.
• Ability to be agile in a dynamic environment.
• Proven ability to work effectively and build positive and strong professional relationships with key internal and external clients. Experience leading cross-functional teams.
• Excellent communication and organizational skills and the ability to identify and use outside resources creatively and effectively.
• Strong personnel management skills.
• Skilled in CRM software (Salesforce preferred), CMS software (WordPress preferred), project management tools (like Asana and Slack), Adobe Creative Suite, Google Suite (Google Analytics preferred), Microsoft Suite.

Equipment Operated: Personal Computer

Background Check:
Criminal background and credit check required.

Responsibility for work of others:
Directly supervises Media & Public Relations Manager, Marketing & Social Media Specialist, Digital Marketing Specialist, Marketing & Advertising Senior Specialist, and Marketing Coordinator.

To Apply: Email Ashley@pixiedustinc.com or Laura@pixiedustinc.com