

Director of Marketing and Public Relations

Scope of Work:

Having recently embraced a new visual identify/brand and adopted a visionary campus master plan, George Mason's Gunston Hall seeks an innovative, resourceful, and enthusiastic leader to join its growing team of passionate and dedicated professionals.

The Director of Marketing and Public Relations is responsible for sustaining an acclaimed reputation for Gunston Hall, capturing the hearts and minds of our stakeholders, and effectively promoting that which Gunston Hall is uniquely able to provide to those we serve. The Director of Marketing and Public Relations' primary areas of emphasis are leveraging the organizational brand, implementing marketing and public relations strategies, coordinating media relations, managing data and benchmarking of key performance indicators, cultivating beneficial relationships and partnerships, ensuring consistent and timely communications, and proactively serving as a member of Gunston Hall's senior leadership team. In performing these duties, the Director of Marketing and Public Relations is expected to demonstrate creativity, innovation, the ability to work as part of a high functioning team, and exemplary communication skills. Equally important, the Director of Marketing and Public Relations is responsible for demonstrating energetic and passionate leadership in support of mission fulfillment and embracing the power of possibility as Gunston Hall strives for maximum public value and impact.

Primary responsibilities of the Director of Marketing and Public Relations include:

- Serving as an active member of Gunston Hall's Leadership Team.
- Implementing the consistent application of the Gunston Hall brand across all formats.
- Leading and implementing marketing and public relations strategies in support of the 240th anniversary of the ratification of the Virginia Declaration of Rights.
- Identifying, targeting, and cultivating relationships with media outlets including pitching stories and securing placement of promotional materials.
- Collaborating and maximizing relationships with local, regional, and state-wide tourism, hospitality, and business partners.
- Developing and implementing an organization-wide communications plan.
- Developing and implementing a strategic marketing plan based on a thorough understanding of audience demographics and in alignment with the organization's mission and goals.
- Identifying, pursuing, and implementing innovative marketing strategies including opportunities in collaboration with a diverse group of partners.
- Writing, designing, and disseminating content for a variety of formats including press releases, calendar postings, website, blog, social media, e-blasts, and the newsletter.
- Raising the profile and promoting organizational offerings and experiences by identifying and strategically utilizing story ideas.
- Providing leadership and working closely with the Board of Regents of Gunston Hall, Inc. and appropriate committees in support of departmental and organizational goals.
- Generating materials for board, development, and government affairs initiatives.
- Creating a digital strategy and providing leadership in support of the development of an enhanced website and digital presence.
- Leading and coordinating Gunston Hall's social media channels including managing calendars, content creation, and implementation.

- Implementing a strategic data collection and management plan.
- Implementing a benchmarking strategy based on key performance indicators and associated reports.
- Documenting and measuring the success of marketing and public relations initiatives.
- Identifying, leading, and supporting reputation enhancement strategies such as Smithsonian Affiliation.
- Monitoring and reporting on media coverage including providing internal clip reports and sharing relevant stories with followers via social media.
- Developing, implementing, and monitoring departmental budgets and business plans as part of the organization's strategic and inclusive budgeting process.
- Providing leadership and exceptional hospitality in support of guest services initiatives throughout the organization.
- Supervising contractors, staff, volunteers, and interns as needed.

In line with organizational objectives, values, and standards of excellence, we are seeking an individual with the following abilities:

- Demonstrated and successful leadership in a diverse and vibrant setting.
- Demonstrated experience leading successful, compelling, and distinctive marketing initiatives which maximize organizational brand, enhance organizational reputation, and drive guest participation.
- Exemplary writing and graphic design skills across diverse formats and for diverse audiences.
- Exemplary communication skills and a commitment to effective communication in a team environment.
- Demonstrated success maximizing social media, technology, and digital formats.
- Demonstrated success cultivating and sustaining strong relationships with diverse constituencies.
- Experience creating, supporting, and sustaining an environment in which a unified team works for organizational excellence.
- Experience providing and supporting exemplary guest service.
- Proven ability developing and achieving goals, planning and managing projects, implementing budgets and business plans, and meeting targeted deadlines.
- A commitment to leading and supporting entrepreneurial and innovative initiatives.
- Exceptional organizational and data management skills.
- A positive attitude, energetic personality, motivational spirit, and creatively open mind.
- A commitment to excellence.

Qualifications for this position include:

- A Bachelor's degree in marketing, communications, journalism, history, museum studies or a related field is preferred.
- Progressive, relevant experience and demonstrated success in marketing, communications, and public relations, or a comparable combination of education and experience, is required.
- Knowledge and experience specific to cultural organizations, museums, or historic sites is beneficial.
- A passion for George Mason, Gunston Hall, The Virginia Declaration of Rights, history, historic sites, storytelling, and associated themes and topics is beneficial.

- Must be available to work weekends, holidays and/or evenings as needed.
- Must be able to travel out of town as needed.

Compensation will be based on qualifications. Performance will be evaluated based on the achievement of collaboratively determined team and personal goals specific to the requirements of the position.

The mission of Gunston Hall is to utilize fully its physical and scholarly resources to stimulate continuing public exploration of democratic ideals as first presented by George Mason in the 1776 Virginia Declaration of Rights. Accredited by the American Alliance of Museums and a National Historic Landmark, Gunston Hall was built by George Mason from 1755-1759. Today, the site includes Gunston Hall; reconstructed outbuildings; a visitor center, museum, event facility, and museum shop; and 550 acres of diverse landscape situated along the Potomac River in Fairfax County, Virginia. For more information, please visit www.gunstonhall.org.

Gunston Hall does not accept "See Resume" as a response to any question. Information on the application is the primary source used for screening. Failure to complete any section of the application may disqualify the application for further consideration. Also, applications should include complete work history, including periods of unemployment if applicable. INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

Apply online at: <https://virginiajobs.peopleadmin.com/>

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