



National Law Enforcement Museum

at the Motorola Solutions Foundation Building

National Law Enforcement Officers Memorial Fund (NLEOMF) Job Description

Position: Museum Marketing Manager
Primary Reports to: Director of Digital Communications
Direct Reports: None
Position Summary:

The National Law Enforcement Officers Memorial Fund (“NLEOMF”) seeks an enthusiastic and dedicated professional to serve as the Marketing Manager for the National Law Enforcement Museum, a project of the Memorial Fund. The Memorial Fund is a Washington, DC-based organization dedicated to telling the story of American law enforcement and making it safer for those who serve. The new 57,000 sq. ft. Museum is currently under construction in downtown Washington, DC, directly across E Street from the Memorial, and slated to open in 2018 with an expected 420,000 visitors annually. The Museum will tell the story of American law enforcement through a dynamic mix of artifacts, state of the art audiovisual presentations, and creative programming.

The Museum Marketing Manager will work in partnership with Museum Programs staff and the Museum’s marketing agency to develop and manage the Museum marketing strategy, build its brand and achieve sales/marketing goals.

Primary Areas of Responsibility:

- Manage and interface with external marketing consultants and project managers to facilitate seamless marketing implementation and information flow. Working with the organizations Marketing/Public Relations firm:
 - Develop, manage, and implement marketing strategies that will result in audience growth, increased visibility, attendance and philanthropic giving.
 - Create integrated marketing and sales campaigns to sell the Memorial and Museum to tour operators and educational groups.
 - Create marketing and sales materials and participate in presentations to potential audiences.
 - Design and implement message testing, measure and report test outcomes and rollout winning efforts.
- Strategize for and execute a marketing campaign that will best position the Memorial and Museum brand in the DC tour and attractions marketplace.
- Build relationships, market programs, and the Memorial to local cultural institutions and tour operators.

- In conjunction with the rest of the Marketing and Communications team and the Museum Content team, develop and implement external promotional materials, including: advertising, public information, signage, electronic and print direct mail communications, website, and social media content.
- Ensure that Museum marketing strategies are complementary and, when appropriate, integrated with Memorial efforts and executed consistently across all platforms.

Knowledge/Skills/Abilities:

- Bachelors degree or higher
- Minimum 3-5 years experience in marketing and/or brand building, preferably with a museum, cultural organization, tourist attraction or other non-for-profit organization.
- Demonstrated experience developing and implementing highly-effective marketing and communications plans required.
- History of successfully working with a contracted advertising, marketing and/or public relations firm.
- Comprehension and experience executing different types of campaigns including print advertising, direct mail, digital marketing, and social media across print, electronic and broadcast channels.
- Excellent communication and interpersonal skills.
- Detail oriented with good organizational skills.
- Broad based understanding of marketing strategy and building action plans & budgets with an ability to execute the plans and goals.
- Proficient computer skills, including Microsoft Office Suite programs. Knowledge of and proficiency using Adobe Creative Suite and e-CRM and CMS systems required.

Working Conditions:

- Working conditions are normal for an office environment. Position will involve an increased workload in May during National Police Week and October for specific activities related to an annual 5K event. Additionally, workload will be heavy during the ramp-up to Museum launch and this Manager will have a large role in the launch activities.