PROGRAMS & MARKETING MANAGER
(Full-time, Exempt; schedule not limited to 40 hours per week)

In concert with the Community Programs Director, the Programs and Marketing Manager directs and handles all matters concerning Minnesota Landmarks' community programs and oversees the marketing of Landmark Center and the programs within it. Programming duties include managing the community programming calendar, seeking new programming, and handling the logistics and on-site supervision of all cultural, artistic and historical programs of the Community Programs Department. With the Programs and Marketing Associate, marketing duties include developing and maintaining a comprehensive marketing, media, social media and public relations activities for the organization and developing public relations contacts with media outlets while maintaining Landmark Center’s brand standards. Evening and weekend hours are required.

Specific duties of the Program & Marketing Manager may include, but are not limited to:

I. Program Management & Service Delivery - developing and managing a yearly community program calendar that reflects the mission and goals of Minnesota Landmarks.
   
   • Provide administrative direction and support for all programming functions of the organization.
   • Coordinate and facilitate programs in conjunction with other Community Programs staff and independent programming consultants.
   • Arranging for all logistical support, decorations, tickets and other necessary support for programs including:
     o Coordinating proper set-up, technical support, personnel and clean-up with the Building Superintendent and set-up crew.
     o Coordinating volunteer needs with other Community Programs staff and supervising volunteers at programs.
     o Attending and coordinating programmed events on-site.
   • Participate in budget preparation and manage the programs budget.
   • With the Community Programs Director, develop new community programs sponsored by Minnesota Landmarks that will conform with and enhance the reputation and spirit of Landmark Center. Duties may include, but are not limited to: developing creative and innovative ideas; preparing budgets; recruiting and supervising volunteers and other personnel involved in programs; and promoting and publicizing events.
   • Develop and implement virtual programming initiatives with the Community Programs staff that will conform with and enhance the reputation and spirit of Landmark Center.
   • Attend meetings of the Building Events Committee of the Board with other Community Programs Staff, as well as other meetings, external as well as internal, as requested by Community Programs Director (i.e., Development and Gala Planning Committee).

II. Marketing and Public Relations - Support the Community Programs and Rental Events Departments in promoting and publicizing community programs, short term rental event activities, building activities, and mission to the media and a broad constituency:
   
   • Develop and execute strategic marketing plans and promotional campaigns for programs, rental events, and general building marketing.
   • Develop flyers, banners and event signage to publicize Landmark Center and its building activities to the general public to ensure branding consistency.
   • Cultivate relationships with media outlets, maintain the organization’s press lists, write and distribute press releases to publicize Landmark Center and its events.
   • Develop advertising for newspapers and other media outlets.
   • Manage and expand Landmark Center’s online/social media presence, including the Wordpress website, Facebook, Instagram and Twitter and others as identified.
   • With the Programs and Marketing Associate, develop Landmark Center’s weekly e-newsletter and its
bi-monthly printed newsletter, (published six times per year).

- Collaborate with the Community Programs Director to prepare annual and event-specific marketing/promotional budgets.
- Identify electronic/virtual "programming" in the context of community programs and/or short-term rental marketing (e.g., blogging, dedicated web pages, etc.), as noted in bullet point #3 under program management.

All duties are completed under the supervision and direction of the Community Programs Director and Executive Director, and with the guidance of the Building Events Committee of the Minnesota Landmarks' Board.

Minimum Requirements:

- Bachelor’s Degree required
- Ability to work weekend and some evening hours.
- Demonstrated experience in program or event coordination.
- Experience in marketing and graphic design
- Positive attitude; professional demeanor
- Able to take direction, instruction, and constructive critique; willingness to learn
- Detail oriented; reliable
- Able to speak confidently and professionally via telephone and in-person to a broad variety of individuals.
- Exceptional, professional oral and written communication skills
- Proficient knowledge of Microsoft Office Suite software
- Able to remain flexible when plans, directives, or objectives change on short notice.
- Three to four years experience in a nonprofit setting.
- Valid Minnesota Driver's License

Pluses:

- Experience working with graphic layout and design fundamentals, including PC-based computer programs like Adobe Photoshop and InDesign.
- Experience in public speaking
- Demonstrated familiarity with the Twin Cities arts and culture environment.
- Experience and/or interest in history interpretation.

Physical Requirements:

- Ability to read, write, and understand English; ability to clearly hear oral communications
- Ability to climb/descend stairs
- Ability to lift up to 30 lbs
- Ability to stand and sit for long periods of time.
- Ability to walk the rough equivalent of two city blocks, and be on the move for two-three hours at a time.

Hours: Full-time
Salary: $45,000-$52,000, depending on qualifications
Full benefits plan including health/dental/retirement

Minnesota Landmarks seeks to provide Equal Employment Opportunity to all applicants or employees without regard to race, creed, religion, sex, color, marital status, national origin, status with regard to public assistance, familial status, disability, age, veteran status, sexual orientation or any other characteristic or trait protected by applicable federal, state or local laws.