

Position Description

Position Title: Media Relations Manager

The Mission of MIM: The Musical Instrument Museum (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world's diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul.

Position Description: Reporting to the Creative Director, the Media Relations Manager is responsible for developing a robust earned media and communications program in support of MIM's strategic priorities and mission to increase attendance and awareness of MIM – locally, nationally, and internationally.

Responsibilities

- Develop and manage media and public relations campaigns
- Serve as spokesperson for media and public relations requests
- Think creatively to promote and amplify MIM's educational programs, special exhibitions, theater programming, and various museum activities and initiatives
- Create tracking and reporting mechanisms to evaluate effectiveness of efforts
- Utilize data and research to understand the state, regional, national, and international markets
- Keep abreast of industry trends both in general marketing and Arizona tourism
- Identify and develop strategic partnerships that elevate the awareness of MIM's brand
- Work with media partners, community partners, influencers, and vendors to maximize business development opportunities, including managing presence in online directories such as Trip Advisor
- Work with entire Creative team to ensure consistent, strategic communications to build MIM's brand reputation
- Motivate team of marketing professionals to support departmental goals
- Exemplify thought leadership within department

Qualifications

- Bachelor's degree required, master's degree desirable; Concentration in marketing, business, or communications preferred

- Minimum of 5 years of PR and communications experience in a comprehensive business environment that serves donors, schools, corporations, teachers, parents, students, general public, and internal stakeholders
- Thorough knowledge and understanding of media relations, advertising, and promotion
- Ability to attract a wide range of audiences through earned media
- Proven accomplishment in managing internal and external communications
- Results-driven; Established record of collaborative efforts with a variety of partners
- Creative problem-solving skills and ability to excel in a high-performance, fast-paced culture
- Self-starter with a passion for reaching new audiences
- Polished presentation, interpersonal, and written communication skills

Qualified candidates can apply by clicking on the link below:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&jobId=80757&lang=en_US&source=CC3&ccId=19000101_000001