

MIM

Fast Facts

- Location: **Phoenix, Arizona**
- Founded by **Robert J. Ulrich**, former CEO and chairman emeritus of Target Corporation.
- **Director** [Craig Culy](#).
- **14-person** [Board of Directors](#).
- **7-person** [Advisory Board](#).
- Opened on **April 24, 2010**.
- Designed by award-winning architect **Rich Varda**, in collaboration with the Minneapolis and Phoenix firm of RSP Architects.
- **501(c)(3) nonprofit** supported by individuals, foundations, and corporations, as well as Arizona Humanities Council, the Phoenix Office of Arts and Culture, and the Arizona Commission on the Arts.
- **The World's Only Global Musical Instrument Museum.**
- Collection of nearly **14,000 objects** acquired from **200** countries and territories.
- Focus on **5 regions of the world**: Africa and the Middle East; Asia and Oceania; Europe; Latin America and the Caribbean; and the United States and Canada.
- **300-seat** Music Theater featuring nearly 300 concerts per year.
- Awards: The Best Museum in Arizona (Phoenix Magazine, 2022) #12 Museum in the US (TripAdvisor Travelers' Choice Award), Phoenix Point of Pride, Community Champion IMPACT Award recipient, and many more!

MIM Orientation Video

https://www.youtube.com/watch?v=jrMN_EaTek

MIM 2022 Year in Review Video

https://youtu.be/ShYTFv_Wn1U

The Experience Gallery

https://www.youtube.com/watch?time_continue=18&v=EhqAGTdkA48



Mission

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.

The Organization

“The goal of the Musical Instrument Museum is to illuminate what is unique about cultures, and also what is shared and universal. MIM provides an experience like none other, allowing musical novices and experts, tourists and scholars, children and grandparents to hear, see, and feel the powerful and unifying force of music in an entirely new way.”

-Robert J. Ulrich, MIM Founder

MIM is the top attraction in Arizona, a one-of-a-kind immersive experience and industry leader using specialized technology to elevate the guest experience. In addition to its galleries, MIM has an acoustically superb theater, [concert series](#), [museum store](#), and [award-winning cafe](#).





The Museum Experience

Displays are enhanced by state-of-the-art audio and video technologies that allow guests to see the instruments, hear their sounds, and observe them being played in their original cultural contexts—performances that are often as spectacular as the instruments themselves. What’s more, all guests are invited to play instruments from around the world in the [Experience Gallery](#). They can also see instruments from musical icons such as Stevie Ray Vaughn, Maroon 5, Johnny Cash, Celia Cruz, The Flecktones, Elvis Presley®, Carlos Santana, and many more in the [Artist Gallery](#).

Guests are introduced to MIM through an Orientation Gallery on the 1st floor, which showcases the artistry, diversity, and movement of musical instruments across continents and cultures. On the second floor, guests venture into different regions of the world to discover the complete orchestra of a Chinese opera, a jazz ensemble, and a mariachi band, among others. To view a map of the building, click [here](#).

Wireless “hot spots” around MIM provide loops of streamed music, immersing guests in the global sounds of musical instruments. Guests are given headsets and state-of-art guidePort technology to wear throughout the museum. As they approach each exhibit, they will hear music and see the instruments being played on high-resolution flat screens. The guidePort system is user-friendly for guests of all ages.

The Role

Reporting to the Executive Director, the Director of Marketing is responsible for the development of effective marketing initiatives in support of MIM’s strategic priorities and mission to increase attendance and awareness of MIM – locally, nationally, and internationally. Establishes and maintains excellent working relationships with internal team and external guests, vendors, and donor community.

Key Accountabilities

This is a unique opportunity for a creative marketing leader to join a world-class organization and exceptionally talented team that is advancing the mission of MIM for future generations.

- Develop and implement proactive strategies to support and promote MIM’s brand and objectives, utilizing all forms of media including collateral, broadcast, web, social, and direct.
- Utilize research to understand the state, regional, national, and international markets; Keep abreast of industry trends both in general marketing and tourism
- Identify and develop strategic partnerships that elevate the awareness of the brands and provide thought leadership to the team using sound research.
- Provide oversight of the MIM website and content for PR, Web, and other purposes.

- Create and execute ad buy strategies to promote both the museum and theater.
- Develop communications supporting MIM's institutional advancement goals.
- Conduct and interpret analytics and market research data. Monitor effective benchmarks for measuring the impact of social media programs, analyze, review and report on the effectiveness of all campaigns in an effort to maximize results.
- Research, write, proof, and edit marketing content for production in a variety of formats including, but not limited to print and digital advertising, social media and email communications, website content, onsite collateral and signage, and print newsletters
- Develop messages in response to urgent situations and/or media inquiries
- Direct the creative team to ensure the environment, culture, team, capabilities, tools, processes, expectations, work style, and other elements support the strategic goals and brand of MIM
- In conjunction with Executive Director, plan and administer marketing budget to achieve maximum results.

The Ideal Candidate

The dynamic nature of this role requires collaboration with various departments to promote MIM's educational programs, special exhibitions, theater programming, and various museum activities and programs. Qualifications include:

- Bachelor's degree required, master's degree preferred; Concentration in marketing, business, or communications preferred
- Minimum of 5 years in a leadership role, with proven track record in developing and administering a creative and effective marketing program
- Proven track record of motivating and mentoring a marketing team of professionals.
- PR and communications experience in a comprehensive business environment that serves donors, schools, corporations, teachers, parents, students, general public, and internal stakeholders.
- Results-driven; Proven record of collaborative efforts with a variety of partners
- Thorough knowledge and understanding of advertising and promotion, as well as market research techniques.
- Proven experience in a web content management role and experience in marketing through social media and networking sites, mobile services or other emerging channels desired
- Demonstrated skill in negotiating with individuals and organizations to forge agreements with community partners
- Strong understanding of and ability to attract a wide range of audiences through creative marketing.
- Proven accomplishment in managing internal and external communications
- Entrepreneurial leadership, creative problem-solving skills, and ability to excel in a high-performance, fast-paced, culture.
- Experience working with and presenting results to the board of directors on a regular basis.
- Polished presentation, interpersonal, and written communication skills.

Competitive compensation & benefits package commensurate with requisite skills & qualifications; including medical, dental and vision insurance, short-term and long-term disability insurance, life insurance, generous matching 401(k) plan, time off accruals, and other perks to enjoy.

Qualified candidates should submit a resume and cover letter via the Apply link below:

[Apply Here](#)

For more information, please email Kim Pritchard, Director of Human Resources at kim.pritchard@mim.org

