



## Director of Marketing

### ORGANIZATION

Planet Word ([www.planetwordmuseum.org](http://www.planetwordmuseum.org)) is a new museum in Washington, D.C. Built on an idea rather than a collection of objects, it's an interactive museum that brings language to life with unique, immersive experiences for people of all ages. Nothing like it exists anywhere else in the world. Established by philanthropist and educator Ann Friedman, the museum resides in the Franklin School, a restored and rehabilitated National Historic Landmark at the corner of 13<sup>th</sup> and K Streets, NW, in the heart of downtown. The building has undergone an extensive interior restoration, and the museum has installed architecturally significant large-scale, high-tech, and media-intensive exhibits and installations. The free museum opened to visitors in October 2020 during the global health pandemic and operates a growing portfolio of onsite and online public and education programming. We expect annual onsite visitorship to the museum this year of over 155,000 people.

*At Planet Word, we strive to provide a forum for civil discourse and to be a place where community, in all its vibrant diversity, can gather to share the words that bridge differences and forge solutions. We encourage and welcome applicants who will work to further this commitment and add to the diversity of our organization on multiple dimensions.*

### POSITION

Reporting to the Executive Director and working closely with the Founder and CEO, the Director of Marketing position is a new role, and the incumbent will be responsible for establishing a full-scale marketing program and for developing an institutional understanding of marketing strategies that work for Planet Word. The Director of Marketing will lead the development and implementation of an integrated strategic marketing and communication strategy to drive revenue and mission-based goals across the Museum; and to promote the Museum and its programs to a variety of audiences. The position will lead the Museum in data-driven decision making and ensure brand cohesion across all Museum communication touchpoints.

Planet Word values experiences that are fun, playful, unexpected, meaningful, motivational, and inclusive. The Director of Marketing must ensure that Planet Word's values and commitment to its mission suffuse every interaction with its many stakeholders and its communications with them.

**As our next Director of Marketing, you will develop and execute integrated strategies across three key areas:**

- **REVENUE GENERATION**
  - Create and optimize earned revenue strategies tied to admissions, memberships, programs, donations and more. Collaborate with leadership and internal teams to set and achieve annual revenue targets (\$2M+ currently).
  - Continually identify and assess new high-potential initiatives to meet earned income goals.
  - Establish effective tracking and reporting for all marketing streams leading to revenue generation. Provide analysis and recommendations to senior leadership.
  
- **PROMOTIONAL AND AUDIENCE DEVELOPMENT**
  - Develop and lead integrated multi-platform marketing strategies and campaigns to drive audience growth and build member/donor community loyalty and retention.
  - Develop innovative promotions and partnerships to extend awareness locally, nationally, and globally.

- Oversee market research initiatives to understand target demographics and trends.
- Serve as staff liaison to the Board's Marketing and Communications Committee.
  
- **COMMUNICATIONS AND BRAND MANAGEMENT**
  - Maintain brand voice and visual identity across all communications and channels.
  - Create messaging frameworks for various initiatives that align to our mission.
  - Manage media relationships and PR strategy. Lead development of press releases, talking points, and other materials to support leadership and internal teams.

As our marketing leader, you will mentor and manage a team of two marketing professionals to deliver cross-channel projects and campaigns. If you have 5+ years of nonprofit marketing expertise, strong communication abilities, solid leadership skills, and are ready to roll up your sleeves and create Planet Word's internal marketing infrastructure, we encourage you to apply.

Salary range is \$120,000-\$140,000. Planet Word offers a generous benefits package including medical, dental, vision, life, 403(b) plan, and paid time off (vacation, holidays, sick, personal days).

## **TO APPLY**

Please send your resume, letter of interest, and 2-3 work samples that demonstrate some of your best qualifications for this role via email to: [Careers@planetwordmuseum.org](mailto:Careers@planetwordmuseum.org)

Subject: Director of Marketing

*Planet Word advances equity and inclusion in the workplace by providing equal employment opportunity to all as part of a work environment free from discrimination. We encourage and welcome applicants who will work to further this commitment and add to the diversity of our organization on multiple dimensions including race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, exercising the right to family care and medical leave, genetic information, marital status, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), gender, gender identity, gender expression, age, sexual orientation, military and veteran status, political affiliation, or arrest or conviction record.*