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RevolutionarySpaces.org

Director of Marketing & Communications Job Description

Position: Director of Marketing & Communications

Supervisor: EVP, Museum Experience

Type: Full-time; Exempt

Salary range: \$75-80,000

Organization Overview

Formed in January 2020, Revolutionary Spaces is a new organization on Boston's civic and cultural landscape. Our mission is to bring people together to explore the ongoing American struggle to create and sustain a free society as singularly evoked by the two national treasures we care for -- Boston's Old South Meeting House and Old State House.

Through community partnerships, contemporary forms of storytelling, and important civic conversations, Revolutionary Spaces strives to bring people together to explore the history and continue the work of democracy that took shape in these buildings, located two blocks from each other in the heart of downtown Boston. We are dedicated to creating experiences for our audiences that not only deepen understanding of the past, but also provide a fresh perspective on the world we live in today and help us create new ideas and tools to build a more just and equitable tomorrow.

Revolutionary Spaces is an equal opportunity employer. We center our work on the following values:

- **Inclusion:** We are dedicated to diversity, equity, and inclusion and ensuring accessibility on multiple dimensions.
- **Relevance:** We are dedicated to creatively linking lessons of the past with the interests and concerns of Boston's diverse communities today.
- **Boldness of thought:** We address challenging topics and promote understanding in response to controversy.
- **Engagement:** We encourage people to engage, add their voices to today's debates, and collaborate with others to discover new ways of thinking.

Position Summary

The Director of Marketing & Communications is a new position at Revolutionary Spaces that leads the strategy and implementation of all marketing and communications activities for the organization. Reporting to the EVP of Museum Experience, this role is focused on raising institutional awareness as well as driving audience growth and diversification to support both earned and contributed revenue goals. A central expectation of this hub position is to actively collaborate with all departments on strategy and support their ongoing needs for marketing and communications services. To that end, the Director supervises the Creative Lead, who acts as an in-house graphic designer and visual brand manager, and also handles the day-to-day digital communications, including the newsletter, social

media and website. The Director of Marketing & Communications also serves on the organization's leadership team.

Primary Job Responsibilities

Marketing

- Develop a compelling and cohesive integrated marketing and communications strategy that encompasses both traditional and digital approaches that span advertising, content marketing, email marketing, newsletters, printed collateral, SEO, social media, and website
- Collaborate with multiple departments - including Museum Experience, Development, and Merchandising - on overall strategy and project-specific needs.
- Recommend and manage pricing strategy for products across the organization, including school programs, museum tickets, public programs and tours (private and public)
- Work with all departments to assess audience and visitor data to identify the most impactful ways to engage audiences and optimize revenue
- Establish and track key performance indicators for marketing activities, and shift strategy rapidly when data points to more effective approaches
- Represent organization in conversations with key partners that involve strategic cross-promotion or shared marketing campaigns
- Manage relationships with third party ticket sellers and negotiate deal terms

Communications

- Work with the Director of Development to ensure cohesive ongoing donor and member communications, including those related to the current comprehensive campaign
- Review all current vehicles for communication to assess which are most effective and where the organization can make improvements
- Ensure that the overall website architecture and content meet a broad range of institutional needs
- Create a dynamic social and digital media strategy that expands and engages audiences
- Gather, write and edit content for various communications
- Develop style guides and make final edits to all publications or materials for content, grammar and style

Public relations

- Collaborate with public relations firm to guide strategy and create and implement a media relations plan that raises visibility through targeted media campaigns
- Boost thought leadership efforts by leveraging internal subject matter expertise
- Respond to any incoming media inquiries and serve as a spokesperson for the organization
- Hold institutional relationships with key local and national media representatives

Brand management

- Conduct periodic review of messaging across the entire organization to ensure alignment with brand guidelines and overall effectiveness
- Work closely with the Creative Lead to produce high quality graphics and videos
- Work with Creative Lead to ensure awareness and compliance with visual brand guidelines

Administration

- Develop and manage marketing budget
- Supervise Creative Lead and allocate bandwidth to highest priority organizational needs
- Direct and manage key vendor relationships

Desired Skills and Qualifications

We seek a motivated, collaborative candidate who has their pulse on current marketing and communications best practices and trends. This role serves multiple departments across the organization, including visitor experience, exhibits, collections, retail, and development teams.

- 5+ years of marketing and communications experience, with a preference for past work with mission-based arts and culture organizations serving a broad range of audiences
- Strength in designing effective social media campaigns and digital marketing initiatives
- Experience developing and managing integrated marketing plans, particularly in support of rapidly growing an existing line of business or entering a new market
- Background in working with a development department on donor communications
- Demonstrated ability to create marketing campaigns that build new lines of business
- Outstanding written and oral communication
- Collaborative and generous work style
- Ability to process and analyze data to drive overall strategy
- Demonstrated ability to manage multiple marketing communications tracks simultaneously
- Highly skilled in project management with a strong attention to detail
- Creative and entrepreneurial mindset and ability to learn from mistakes
- Capacity to thrive in a fast-paced environment
- Significant experience with any of the following: Constant Contact, Google Analytics, Google AdWords, HootSuite, native social media analytics, WordPress or other CMS

Physical Requirements

The work of this position takes place both in a regular office environment and at a historic site. Some staff offices are located on the third floor of a 300-year-old historic building without an elevator. As a result, the candidate should be able to carry objects weighing up to 50 pounds up and down the stairs.

Benefits

Generous vacation and Federal holidays schedule; 403b with 5% match after one year; Health insurance; FSA Medical & Dependent care accounts; Professional development; MBTA pass program; and free admission to many local museums.

Application Requirements

Application requires a cover letter and resume. Interested candidates should send a cover letter, resume and writing sample geared to general audiences to hr@revolutionaryspaces.org.

For more information about Revolutionary Spaces, visit www.revolutionaryspaces.org.