



**National
Nordic
Museum**

2655 NW Market St
Seattle, WA 98107

nordicmuseum.org

Job Posting Director of Marketing

Organization: National Nordic Museum

Location: Seattle, WA

About National Nordic Museum: The National Nordic Museum's mission is to share Nordic culture, values, and ideas with people of all ages and backgrounds to create connections, generate dialogue, and inspire new perspectives. Located in the heart of Seattle, Washington, the museum hosts a diverse range of exhibitions, events, and educational programs that engage audiences of all ages and backgrounds. As the largest museum of its kind in the United States, the National Nordic Museum plays a vital role in promoting cultural understanding and exchange.

Job Summary: The National Nordic Museum is seeking a dynamic and innovative Director of Marketing to lead the Museum's marketing and communications efforts. The Director of Marketing will be a key member of the Museum's Leadership Team, responsible for developing and executing comprehensive marketing strategies to promote the museum's exhibitions, events, and educational programs, while also enhancing the museum's brand presence in the community and beyond. This position requires a strategic thinker with strong leadership skills, a creative mindset, and a passion for cultural institutions who will direct, manage, and develop creative marketing and public relations strategies, campaigns, and initiatives to expand the Museum's audience and maximize revenue. The Director of Marketing will execute tactical plans to promote the values and mission of the National Nordic Museum and to position the National Nordic Museum as an arts leader, a vibrant destination, and a cultural hub for Seattle and beyond.

Key Responsibilities:

- **Develop Marketing Strategy:** Create and implement a cohesive marketing strategy that aligns with the Museum's mission and goals, aiming to increase visitor engagement, membership, and revenue. Work closely with the Leadership Team and staff in the development and implementation of short- and long-term strategic communications and marketing goals.
- **Brand Management:** Oversee brand development and maintenance, ensuring a consistent and compelling museum identity across all marketing channels.
- **Digital Enablement:** Spearhead the digital enablement strategy for the National Nordic Museum, overseeing the management and optimization of the organization's tech stack to drive innovation, enhance visitor experiences, and achieve operational excellence.
- **Digital Marketing:** Oversee digital media strategy and outreach via digital tools and emerging technologies, and lead digital marketing initiatives, including social media, email marketing, website management, and online advertising campaigns to maximize online presence and engagement.



**National
Nordic
Museum**

2655 NW Market St
Seattle, WA 98107

nordicmuseum.org

- **Project Management and Automation:** Utilize project management expertise to lead initiatives at the National Nordic Museum, focusing on streamlining operations through the implementation of automation solutions to enhance efficiency and productivity and improve overall operational reliability.
- **Content Creation:** Collaborate across departments and oversee the creative team to develop engaging and culturally relevant content, including promotional materials, multi-channel campaigns, advertising, exhibition promotion, social media content, web experiences, video, photography, and exhibition graphics.
- **Public Relations:** Build and maintain strong relationships with media outlets, influencers, and community partners to generate positive media coverage and enhance the Museum's public image. Promote the Museum's collection, programs, activities, exhibitions, and facilities to local, national, and international media.
- **Audience Engagement:** Develop strategies to connect with diverse audiences, including members, donors, volunteers, and the general public, ensuring that marketing efforts are inclusive and accessible. Identify new business and marketing opportunities both inside and outside the Museum that align with and support the Museum's strategic plan and foster external partnerships to drive traffic and support the Museum's community-based efforts.
- **Analytics and Metrics:** Monitor and analyze marketing campaign performance using data and metrics to assess the effectiveness of strategies and make data-driven improvements.
- **Budget Management:** Manage the marketing budget efficiently and effectively, ensuring that resources are allocated appropriately to achieve marketing goals.
- **Team Leadership:** Recruit, mentor, and lead a high-performing marketing team, fostering a collaborative and creative work environment.
- **Collaboration:** Work closely with other museum departments, including curatorial, education, and development, to align marketing efforts with overall institutional objectives.
- **Volunteer Leader Collaboration:** Foster transparent and productive communication with assigned Board committees, facilitating collaboration and ensuring alignment between the National Nordic Museum's leadership and its governing body.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field; a master's degree is a plus.
- Proven track record of at least 5 years in a senior marketing role with direct supervisory experience, preferably in the cultural or nonprofit sector.
- Strong understanding of digital marketing, including SEO, SEM, social media, and email marketing.
- Exceptional communication, leadership, and interpersonal skills.
- Proficiency in marketing analytics and data-driven decision-making.
- Creative thinker with a passion for arts and culture.



**National
Nordic
Museum**

2655 NW Market St
Seattle, WA 98107

nordicmuseum.org

- Ability to work independently and as part of a collaborative team.
- Ability to host or staff museum events on occasion as needed.
- Ability to lift 10lbs and be seated/standing for extended periods.
- Occasional weekend and evening work.
- Valid driver's license.

How to Apply: Interested candidates should submit their resume, a cover letter outlining their relevant experience and qualifications, and a portfolio showcasing previous marketing campaigns and projects. Please send all materials to hr@nordicmuseum.org with the subject line "Director of Marketing Application."

The National Nordic Museum is an equal opportunity employer and welcomes candidates from diverse backgrounds to apply. We are committed to creating an inclusive and accessible work environment for all employees.

Position open until filled.

Salary Range: \$98K-120K

Benefit Summary:

The National Nordic Museum offers a competitive benefits package including paid sick leave, 12 paid holidays and 2 floating holidays, access to an Employee Assistance program and 403(b) retirement plan, and exclusive Museum discounts. Additionally, employees who work 20+ hours per week earn vacation leave, and employees who work 30+ hours per week are eligible for our medical/dental insurance plan and FSA.