



**WHERE
NEW YORK
BEGINS.**

The South Street Seaport Museum has set an ambitious set of goals for 2019 and beyond with specific focus on increased participation, visitorship, and revenue from Museum activities. A key role in the success of these efforts will be an experienced, resourceful, entrepreneurial, innovative, and collaborative **Senior Director, Marketing and Sales**.

Senior Director, Marketing and Sales

The **Senior Director, Marketing and Sales** will develop and implement focused marketing strategies that will increase attendance, participation, and revenue; broaden mission and brand awareness; and attract and manage relationships with relevant corporate and strategic partners.

The **Senior Director, Marketing and Sales** reports to the **President & CEO** and serves on the Museum's Leadership Team. The **Senior Director, Marketing and Sales** is responsible for all Museum branding and communications. This is a hands-on position in a growing organization; as such it requires the ability to prioritize and sequence workflow to achieve short, medium, and long-term goals.

- Responsible for driving defined revenue streams, which requires analysis of sales trends including groups, resellers, general public, passes, as well as developing strategies to effectively reach forecast goals.
- Collaborates with all Museum departments and activities and effectively prioritizes limited resources to maximize results in clearly identified areas of focus.
- Provides comprehensive analytics, evaluation, and reporting to the **President** and the **Board of Trustees**.
- Collaborates with all Museum activities. Ensures best practices. Develops and maintains user-friendly mechanisms for reporting collected data.

Strategy Development

- Lead the sales and marketing efforts of all activities of the Museum. Develop sales, marketing, and communication strategies, activities and programs, targeted at new and existing constituents that focused on increasing revenue.
- Serve as lead on marketing, communications and partnership execution/activation plans
- Leverage corporate, media, and strategic relationships as a megaphone for amplification of organizational priorities, marketing opportunities, and key moments/events
- Identify, develop and manage strategic opportunities for utilizing partners' marketing offerings for the benefit of the organization, enhancing organizational value in areas of brand awareness and engagement.
- Design and manage annual department budget, marketing plan(s), communication plan(s) and activation of strategies to increase engagement from all constituents with a focus on corporate and media partners in full collaboration with the **Director of Communications**.
- Oversee development of a full suite of marketing tools to support increased engagement, visibility and revenue.
- Develop a deep understanding of target demographics and constituencies to drive marketing campaigns and strategies.

- Oversee creative services, which includes brand management, collateral, graphics, signage, co-venture marketing agreements.
- Work with the retail function, consult and/or support the design, development and implementation of retail products and services in alignment with the museum's mission.

Collaboration & Process

Work in alignment with programmatic staff—led by the **Senior Director, Programs and Education**—to produce a comprehensive marketing plan and partnership opportunities to advance programs. Work with relevant staff to ensure marketability of programs.

- Coordinate promotional opportunities with reservations and ticketing staff.
- Create and manage partnership proposals that reflect mutually beneficial outcomes
- Lead museum-wide initiatives to ensure successful planning, clear goals, and appropriate timelines, implementation and evaluation.
- Contribute insight to Finance for forecasting and monitoring of accounts receivable and billing.

Partnership Activation & Stewardship

- Identify, cultivate, and manage strategic partnership that specifically advance institutional objectives (e.g. Business Improvement Districts, neighboring corporate and cultural organizations, ticket sellers, group sales)
- Propose initiatives and partnerships for recommendations and approvals.
- Prioritize initiatives and partnerships based on exposure and outcomes that drive mission awareness, increase earned revenue from our programmatic offerings, and attract relevant corporate and strategic partners.

Measurement, Reporting & Analysis

- Design, maintain, and deliver a reporting and measurement tool for **President/Board of Trustee** reporting.
- Regularly communicate plans, report on results and set expectations with executive and leadership teams and other stakeholders.
- Set budget priorities, inspire staff and head cross-departmental projects with a marketing focus; inspire and drive a team to successfully achieve goals and targets.

Thought Leadership

- Stay current on consumer trends, competitive landscape insights, and best practices in marketing, retail, digital engagement and corporate sponsorship; convert constituents to deeper engagement.
- Act as education resource to internal and external stakeholders on the landscape of marketing, consumer engagement, call-to-action strategies and corporate partnership activations.

Qualifications

- Bachelor's degree, Master's degree preferred
- 6-10 years related experience with demonstrated success
- Experience at a Lower Manhattan organization a plus
- Strong self-starter that welcomes and encourages collaboration
- Excellent analytical and problem-solving skills
- Experience with budget development and management
- High EQ with strong relationship building skills
- Experience leading a team and working closely with leadership

This is a full-time position offering company subsidized medical benefits, dental, and vision. HRA account, vacation, sick, and personal leave. Employee contributed retirement and pension eligible. Work

schedule is generally nine to five, but occasional additional hours or weekend work may be required from time to time. **Compensation based on qualifications and experience.**

How to apply:

Email cover letter with salary requirements and resume with “Senior Director, Marketing & Sales” in the subject line to: careers@seany.org

No Phone Calls Please

Position is open until filled, but preference will be given to applications received by Dec. 14th, 2018

South Street Seaport Museum is an Equal Opportunity Employer