

Museum of Life and Science

Job Description



Job Title: [Vice President for Marketing and Communications](#)

Job Classification: Regular, FT, Exempt

Reports to: CEO

Are you a visionary leader with a passion for merging science, education, and captivating storytelling? Do you thrive in the dynamic intersection of marketing and communication, seeking to inspire curiosity and exploration in visitors of all ages? If so, the Museum of Life and Science invites you to join our team as the Vice President for Marketing and Communications. Located in Durham, North Carolina, our institution is dedicated to igniting imaginations and fostering a love for science and nature. As the VP, you will play a pivotal role in shaping our narrative, expanding our reach, and deepening our impact in the community and beyond. If you're ready to embark on an exciting journey of discovery and engagement, we encourage you to explore this unique leadership opportunity with us.

About the Organization: The Museum of Life and Science, one of North Carolina's top family destinations, has been a beloved Durham institution for 75 years. The Museum features 84 acres of exhibits, experiences, and outdoor exploration, including one of the East Coast's largest butterfly conservatories and a two-story science center. As an accredited zoo, the Museum is home to lemurs, black bears, endangered red wolves, and more than 140 species of live animals, butterflies, and insects. Readers of Durham Magazine, Indy Week, and Carolina Parent have repeatedly named us the top Museum in the Triangle. Charity Navigator rated the Museum, a 501(c3) nonprofit organization, 100 out of 100-- the highest possible score.

Our mission is to create a place of lifelong learning where people of all ages embrace science as a way of knowing about themselves, their community, and their world. The Museum serves our increasingly diverse community with interactive and accessible experiences that build and develop lifelong connections with science, nature, and critical thinking. The Museum partners with NASA, NOAA, the National Science Foundation, Duke University, NC State University, and the University of North Carolina on many research projects and programs.

In addition to an incredible team of co-workers, the Museum provides competitive compensation commensurate with experience, as well as a full array of employee benefits for eligible positions, including a generous 403b retirement plan with employer contributions, health, dental, and vision insurance, flex-spending plans, life insurance, long-term disability insurance, paid vacation and sick leave, nine paid annual holidays, employee appreciation events, and a family membership to the Museum.

Position Objective: The VP supports the Museum’s mission by serving on Executive and Leadership Teams, leading an integrated marketing and communications program to grow visitation and membership, boost program engagement, and strengthening the brand and position.

Responsible for developing and executing clearly defined marketing strategies in support of stated financial and mission-critical goals while advancing Museum brand. VP is responsible for establishing annual marketing plans and budgets and coordinating organization-wide resources to support these efforts while serving as the “voice of the consumer,” leading efforts to understand the drivers for attendance, membership, and donation.

This position reports to the President/CEO and is expected to work in a highly collaborative manner with the executive team, all Museum departments, and external partners.

Qualifications:

Required	Desired
<ul style="list-style-type: none"> • BA with emphasis in marketing, related fields, or equivalent work experience • 7-10 years’ progressive experience in marketing, related fields, or equivalent experience • Demonstrated success in leadership roles executing marketing strategies, especially those targeting diverse communities • Demonstrated experience integrating DEAI values and belonging into marketing efforts • Exceptional oral/written communications skills • Ability to prepare/manage annual plans/budget • Experience in collecting data, identifying patterns, and drawing conclusions • Experience leading and managing graphics, website, and creative teams • Genuine enthusiasm and commitment to MLS’s mission and interest in hands-on involvement • Thinks strategically, considering long-term goals and opportunities • Works effectively in multidisciplinary teams • Able to manage multiple projects in a fast-paced environment 	<ul style="list-style-type: none"> • Experience in a large mission-driven organization • Knowledgeable in Triangle/State/Regional Markets • Advanced degree in a related field • Understanding of museum industry • Comfortable with and interested in science and public education • Experience establishing and implementing a Crisis Management Plan

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<ul style="list-style-type: none">• Flexible; able to adapt to changing priorities• Solid computer knowledge• Ability to work weekends as required	
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Responsibilities

Leadership

- Participate in MLS top-level planning and decision-making, with in/external communications focus.
- Proactively identifies and executes new opportunities to expand and raise the organization's profile.
- Take a solutions-oriented approach to address challenges and opportunities.
- Seek and employ best-practices in marketing – for museums and more broadly.
- Be a visible and positive Museum representative in the community
- Guided by Museum values, foster a positive staff culture and work environment, motivating the team through positive reinforcement
- Ensure that strategy and programs align with the Museum's goals with respect to diversity, equity, inclusion, accessibility, and belonging
- Know and model adherence to Museum policies and procedures, with a focus on safety
- Prioritize Museum values of inclusion and kindness in all interactions with staff, volunteers, and guests, driving positive and safe experiences.

Management

- Provide strategic and operational oversight of the marketing program

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- Manage and develop marketing team members, supporting their attaining individual and departmental goals with a focus on Museum values
- Manage relationship and contract with external creative partners or contractors
- Stay abreast of Museum's operational successes, opportunities, and concerns, proactively identifying opportunities for organizational improvement.
- Guide editorial and creative efforts, so that they are efficient, effective, and on-brand.

Operations

- Develop and execute comprehensive marketing plans: set measurable goals; lead communications initiatives, strategies, and products, including digital products, to drive engagement and support
- Leverage museum's extensive assets to advance its mission by increasing awareness and equity with visitors and the broader community, with a focus on elected officials and policy-makers
- Compellingly communicate the Museum's goals and efforts in community-engagement and diversity, equity, inclusion, accessibility, and belonging.
- Balance long-term equity communications objectives with tactical needs
- Conduct and leverage relevant market research, monitor trends, analyze marketing metrics
- Coordinate with staff to produce a communications calendar
- Promote the Museum's mission and programs locally and nationally as appropriate; build and maintain partnerships with regional and national organizations such as AZA, ASTC, ACM.
- Participate in cross-departmental teams as needed to support operations and/or new initiatives
- Other duties as required

Staff Oversight: Direct: 1 FTE – Director for Marketing and Communications; Indirect: 2 FTE- Visual Designer, Marketing Coordinator

Salary Range: \$100,000-130,000 annually

To Apply: Visit [here](#)

The Museum of Life and Science is committed to providing equal employment opportunities to all employees and applicants for employment regardless of race, color, religion, creed, age, national origin or ancestry, ethnicity, sex, sexual orientation, gender identity or expression, disability, military or veteran status, or any other category protected by federal, state, or local law. In addition, we will provide reasonable accommodation for individuals with disabilities to participate in the job application or interview process, perform crucial job functions, and

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receive other benefits and privileges of employment. As an equal opportunity employer, we value the differences and benefits that a diverse culture brings. Join us!
