The National Comedy Center, the United States’ official cultural institution and museum dedicated to presenting the vital story of comedy and preserving its heritage for future generations, is seeking a **Manager of Marketing & Communications.** Opened in August 2018 in Jamestown, New York, the museum complex offers an unprecedented visitor experience using state-of-the-art technology, interactivity and personalization to create the first true 21st Century museum environment. *USA Today* recently named the National Comedy Center the “Best New Museum” in the country, *TIME* magazine named it one of its “World’s Greatest Places,” and *People* magazine called it one of its “100 Reasons to Love America.”

Reporting to the Vice President of Marketing & Communications, the Manager of Marketing & Communications will support the implementation of a comprehensive and integrated marketing, PR and social media program to continue to build awareness of the National Comedy Center brand and drive attendance. The successful candidate will be a proactive and self-motivated relationship builder with experience building brands, managing social media platforms, developing paid media plans and working collaboratively with external agencies and vendor partners. Required competencies include: creativity, decision making skills, facilitation, follow through, entrepreneurship, organization, analytical thinking, comfort with innovation, quality orientation and written and oral communications. The ideal candidate will also have non-profit or marketing/tourism industry experience, and a passion for comedy, pop culture and the National Comedy Center’s mission.

Responsibilities include:

- Implement data-driven marketing campaigns to drive brand awareness and achieve attendance goals; Supervise paid media planning and placement; manage digital marketing agency.
- Supervise in-house creative services and support agencies/designers; develop advertising and promotional materials, including supervision of graphic design and advertising copy, production, printing and distribution.
- Develop overarching content strategy and tactics to optimize the National Comedy Center’s digital and social media platforms, and email newsletters. Manage these platforms on a daily basis.
- Manage press outreach, with focus on travel and tourism press, bloggers and social media influencers, and maintain ongoing press relationships.
- Draft press materials, including press releases and media alerts.
- Promote the National Comedy Center’s new online platform, *National Comedy Center Anywhere.*
- Promote National Comedy Center to group sales/tour operator/motor coach tourism segments.
Support museum membership and donor support via marketing campaigns, email outreach and exclusive content.

Measure and analyze marketing initiatives, promotions, and campaign results, optimizing and adjusting tactics as needed to achieve goals.

Supervise eCommerce initiatives for National Comedy Center and Lucy Desi Museum online stores.

A Bachelor’s degree, preferably in marketing, public relations, communications, journalism or a related field, is required. A minimum of 7-10 years of experience in marketing and/or public relations / communications and expertise with Google Suite (Docs, Sheets, Slides), Excel and PPT are also required. Qualified candidates may send a resume and cover letter to MaryEllen Carlo, Director of Search Services at Career Partners International Buffalo | Niagara at mecarlo@cpibn.com.

This position offers the option for remote work 85% of the time but will require on-site support two to three days per month, so living within a reasonable driving distance to Jamestown, NY is required.