



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.

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- 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](mailto: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.