



Weitzman National Museum of American Jewish History

Director of Marketing and Communications

About the Museum

The Weitzman National Museum of American Jewish History, located on Historic Independence Mall, brings the 360-year history of Jews in America to life. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all heritages to share their own stories and reflect on how history and identity shape and are shaped by the American experience. An open door for all, NMAJH honors the past and propels the future by fueling imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

The Weitzman's vision is to be the preeminent national museum creatively teaching, interpreting, and inspiring dialogue about the American-Jewish experience in the context of American history. The Museum will be a force fueling the American spirit of courage and imagination, aspiration and hard work, leadership and service, through active engagement with the stories of American-Jewish life and tradition.

Position Summary

The Director of Marketing and Communications is responsible for the Museum's marketing, sales, and public relations strategy and execution in support of the Museum's goals for awareness, attendance, and engagement. Primary marketing work includes email marketing, traditional and digital paid advertising, partnership development, and updating and enhancing the Museum's website. Reporting to the Chief Public Engagement Officer, this person works closely with the Museum's Public Relations consultant to ensure a robust media presence, collaborates with Museum's digital marketing agency to oversee and support the execution of social media strategy, and oversees Group Sales. Will play a key role in engaging the public with the museum by developing strategies for promoting and marketing the Museum's programming and exhibitions.

Essential Duties and Responsibilities

- Works in close collaboration with the Chief Public Engagement Officer and other senior staff to set and achieve or exceed visitation and revenue goals annually.
- Provides leadership on public relations and marketing and branding strategy to increase new and repeat visitation by individuals and groups (local, regional, and national), program attendance, and to expand awareness of the Weitzman among Jewish and non-Jewish leadership, cultural heritage, education, business, and community service organizations and groups, positioning a Museum as a national leader and resource.
- Communicates regularly with other departments and works to understand their needs and unique challenges; anticipates opportunities; works collaboratively toward setting and achieving actionable, strategic, research-based marketing activities; and develops and implements marketing strategies and/or plans to support their goals.
- Develops and maintains external relationships with media partners, vendors, agencies and designers
- Gathers, analyzes and applies consumer, market and visitor insight to guide marketing messaging, targeting and delivery. Recommends and oversees market research as needed. Maintains familiarity with third-party and publicly available market research data and shares insights with Museum colleagues.
- Serves as manager, mentor, motivator and technical resource to direct reporting staff.

Reinforces the belief and expectation in teamwork and open communication through excellent role modeling.

- Identifies and manages contracted marketing, advertising, design and copywriting services as required, to ensure brand and core message delivery.
- Oversees organizational messaging and content development for external communications including the website, social media, newsletter, and other constituent communications, collateral and promotional materials.
- Oversees the development, implementation, and assessment of annual comprehensive, integrated marketing plan for paid admissions visitors, exhibitions, public programs, cultural tourism, and special events.

Qualifications/Requirements:

- Bachelor's degree in Communications, Marketing, Advertising or related field and/or 7–10 years professional marketing experience in a senior management role.
- Museum or other cultural organization or destination marketing experience preferred.
- Established network of relationships in tourism/destination marketing, media, and/or Jewish culture/media/causes.
- Familiarity with the Philadelphia tourism market and destination marketing industry a plus.
- Experience with national marketing and public relations campaigns and national media contacts a plus.
- Experience in implementing online and social media strategies and an enthusiasm for non-traditional marketing.
- Experience in or demonstrated comfort level working with diverse cultural heritage groups
- Experience with Adobe Creative Suite
- Outstanding written and verbal communication skills. Ability to write quickly, accurately, persuasively and compellingly.
- Ability to multi-task while prioritizing and managing a heavy workload.
- Strong strategic planning and organizational skills with strict attention to detail.
- Strong project management experience with all forms of communications, marketing and public relations campaign development.
- Highly driven, self-motivated and independent work ethic.
- Demonstrated ability to manage with humor, humanity, creativity, and courage, and to work collaboratively in a diverse work environment. Must be able to impart diplomacy and professionalism in all situations.

The Weitzman offers a comprehensive benefits package. Salary commensurate with experience. We are an equal opportunity employer that is committed to workplace diversity and to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, marital status, parental status, or veteran status. Salary commensurate with experience.

All employees working on the Museum floor and during public events are required to provide or complete background checks and child abuse clearances as well as proof of COVID vaccination plus booster.

To Apply

Send a cover letter explaining your interest in the position and your resume to NMAJH-Employment@nmajh.org.

Regrettably we cannot respond to individual applicants. We will contact you if you are a selected candidate. No phone calls, please.