



The **National Museum of African American Music Brand Director** will be key to the development, integration and promotion of the NMAAM brand. As the 'brand guardian,' the Brand Director will maintain brand integrity across all Museum marketing initiatives and communications. NMAAM is the only museum dedicated to preserving the legacy and celebrating the accomplishments of the many music genres created, influenced, or inspired by African Americans. The Museum will share the story of the American Soundtrack, integrating history and interactive technology to bring the musical heroes of the past into the present. This is a developing leadership role for one who is equally comfortable with big picture strategic planning and rolling up sleeves to dig into the detail.

### **Essential Duties and Responsibilities:**

#### Strategic Planning

- Maximize market share and improve the organization's competitive position.
- Identify new strategic partners to help create brand extensions in diverse spaces with innovative business models, designed to drive new revenue.

#### Publicity

- Pitch and secure national, regional, and local print, web, and broadcast media placements for NMAAM across a range of media including art & design, museum, music, hospitality trade, business, etc.
- Report trends and insights for museum and travel/hospitality industry to remain aware of public perception.

#### Media Relations

- Cultivate and maintain great working relationships with members of the national, regional, and local media specializing in travel, museum, art & design, business, hospitality trade and multicultural media partners.
- Development and maintenance of NMAAM's media database, target lists and crisis communication protocol.

#### Event Management / Planning

- Oversee all aspects of event planning for key brand initiatives, fund- and friend-raising, press conferences, media events/tours, press. Develop activation plans to ensure flawless execution and financial reporting.
- Lead PR efforts to maximize success by developing an integrated communications plan in collaboration with the brand marketing team and property teams;

#### Team Leadership and Agency Oversight

- Lead and manage agencies, department employees, vendors/contractors, and supplemental staff to ensure NMAAM brand remains on strategy. Manage PR agency relationships
- Mentor other members of the sales & marketing team by sharing knowledge and experiences, providing advice, and leading by example

### **Education and Experience:**

- Bachelor's Degree, Master's preferred

- Minimum 10+ years of progressively responsible experience in brand marketing, ideally with multi-cultural marketing experience
- Has worked with consumer packaged goods brands in a marketing capacity and multicultural audiences
- Proven track record in performing well in a fast-paced environment and organizational skills to manage multiple projects with tight deadlines effectively

**Knowledge/Skills/Abilities**

- Supports the mission, vision and strategic goals of NMAAM to serve both internal and external customers through proven leadership and management capabilities.
- Ability to act as ambassador of NMAAM and demonstrate confidence in knowledge of the history, brand values, vision, and direction
- Proficiency in public relations best practices
- Ability to identify opportunities for improving corporate infrastructure as it relates to brand communications and to develop plans, offer solutions and implement strategies.
- Excellent communication skills demonstrated through clear, concise verbal and written communication
- Ability to maintain good working relationships with media, team members, third party agencies and vendors, and guests
- Ability to travel frequently
- Has an understanding of the professional museum and music world
- Experience in handling confidential information and maintaining confidentiality of sensitive information.
- Participates as a team member utilizing a collaborative style to achieve mutual goals.
- Organizational skills and ability to manage multiple projects simultaneously

NMAAM offers a full array of competitive benefits including medical, dental and vision coverage with a matched 401(k). To apply, please email your cover letter with salary history and your resume to [hr@nmaam.org](mailto:hr@nmaam.org).

**NMAAM is an equal opportunity employer.**