



Friends of the Corpus Christi Museum of Science & History
1900 N Chaparral Street
Corpus Christi, TX 78401
(361) 826-4667

Job Title: Marketing Director

Department: Marketing

Reports to: President/CEO

Job Status: Full-Time with Benefits - 40 hours a week, Monday to Friday with occasional weekend requirements

FLSA Code: Exempt

Compensation: \$50,000-\$55,000 depending upon experience

Position Description:

The Corpus Christi Museum of Science & History seeks an experienced marketing professional to spearhead the Museum's marketing initiatives, oversee social media content, and the website and expand our communities. The Marketing Director promotes the Corpus Christi Museum of Science and History's collection, education programs, public and fundraising activities, exhibitions, and facilities; designs, implements, and evaluates marketing campaigns; and facilitates audience, membership, and visitor growth in support of the Museum's mission and goals.

Working in collaboration with other departments, the successful candidate will be technically savvy with a keen eye for detail, and the desire to innovate. Although working collaboratively with multiple departments is a must, the ability to lead through influence, self-motivation and initiative are also key.

The Marketing Director will develop a comprehensive marketing strategy in collaboration with all appropriate departments. This person will also be responsible for daily social media posts, fielding responses to social media inquiries, creating, and planning email campaigns, and updating email lists. This person will be required to take, edit, and upload photos and video on behalf of the Museum and create digital and occasional print communications.

Inter- and cross-departmental collaboration and external relationship management with community partners, vendors, agencies, and designers is integral to the Marketing Director role.

This is a full-time exempt salaried position. Additional work hours will depend upon projects and events schedule. 6-8 scheduled weekends per year.

Major Responsibilities:

- Design, schedule, and maintain digital content to include the CCMSH website, e-blasts, social media, and online calendar posts.
- Coordinate with Development and Education departments to create event, fundraising, and membership materials, design and produce support materials including program branding and promotion, family guides, and kids' activities.
- Maintain media contracts, adhere to advertising schedules, and produce media graphic packages.
- Create printed promotional materials such as outdoor banners, invitations, mailers, rack card, and brochures.
- Social media marketing and daily social media posts that align with multiple teams' goals, including responding to inquiries from the public on the following channels: Instagram, Facebook, Twitter, TikTok, and LinkedIn



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- Create and execute monthly e-newsletters, quarterly reports, and emails for various events and programs and as needed.
- Lead and develop marketing strategy for events, public and educational programming, exhibitions, Membership, and overall Museum awareness.
- Set project management schedules, ensuring that campaigns remain on track to meet budget and strategic objectives.
- Survey constituent groups.
- Produce eblasts.
- Plan and place appropriate media.
- Schedule production of deliverables and reviews for parties internal and external to the CCMSh.
- Design three-time-per-year newsletter and the annual report
- Work with vendors (from issuing RFPs and receiving estimates to completion of design projects)
- Package and distribute press releases in conjunction with CEO and departmental directors.

Skills Requirements:

- Website maintenance, design, and troubleshooting
- Take, record, and edit photographs and videos to be used in digital and print communications and for marketing purposes. These may include photography of the collection, after-hours events, and more.
- Create concepts for and coordinate production of collateral materials including exhibition and event posters, flyers, printed and digital invitations, and marketing materials.
- Manage a marketing calendar with input from multiple departments.
- Analyze, report, and present social media and marketing campaign results.
- Conduct and coordinate a range of marketing support activities as directed. These may include attending events in-person and dealing with the public, Members, Donors, and AKC Delegates.

Preferred Attributes:

- Must be highly adaptable and thrive in a fast-paced environments.
- Must be able to set schedules and meet deadlines.
- Strong written and oral communication skills.
- Strong computer skills, including Adobe Creative Cloud Suite and Microsoft Office, Wordpress, HTML, and CSS, Google Analytics and Meta/Facebook business suite, Adobe Suite, Altru or CRM database software, Google Ads, survey software, and email marketing experience.
- Knowledge of photography and video production
- Must be able to work effectively with a wide range of constituencies in a diverse community.
- An ability to work flexibly and collaboratively and to perform effectively in a fast-paced environment with a high level of creativity and self-direction.
- Genuine curiosity for science, history, and people.
- Ability to adapt to the needs of the position.
- Preferred experience:
 - Minimum 3 to 5 years progressively responsible marketing or advertising experience.
 - Bachelor's Degree in communications, marketing, or liberal arts.
 - Experience planning, conducting, and evaluating marketing and communications campaigns.
 - Demonstrated experience developing and managing integrated multi-channel marketing plans.



CORPUS CHRISTI
MUSEUM
of SCIENCE
and HISTORY

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- Excellent, demonstrated written, oral, interpersonal, and communication skills (including editing ability).
- Knowledge of digital marketing including but not limited to social media.
- Understanding of online marketing metrics and data.
- Experience in tourism development an asset.

Physical Demands:

- The physical demands described are representative of those that must be met by an employee to perform the essential functions of the job. Job duties regularly require standing, walking, reaching, kneeling.
- Ability to travel to other program sites or events as needed.
- Must be physically capable of lifting 25lb.

Compensation:

- Compensation based on education and experience.
- Starting salary: \$50,000-\$55,000
- Benefits - Health insurance, dental insurance, PTO, optional 401K Retirement Plan, Opportunities for professional growth
- Free staff parking
- Discounted admissions and purchases

CCMSH affirms its fundamental policy of providing equal opportunity in all its operations and in all areas of employment practices and assuring that there shall be no discrimination against any employee or applicant for employment on the grounds of race, color, religion, gender, national origin, age, handicap status (as stipulated by the ADA), veteran's status, or sexual orientation. This policy extends to recruiting, recruitment advertising, and/or other communication media, hiring, rates of pay and other compensation, overtime, job classifications and assignments, working conditions, promotions, demotions, transfers, layoffs or terminations, recalls, disciplinary and other employee treatment, benefits, and all other terms, conditions, and privileges of employment.

Closing Statement:

- Selected applicants must be able to pass a background investigation.
- Any position that lists minimum qualification for education level and license/certification will require the applicant to provide proof of documentation if selected for hire.
- This position is full-time, may exceed 40-hour work week, and is non-exempt from Fair Labor Standards and Practices overtime compensation requirements. Employee must be available and able to work non-traditional hours.
- The job description for this position is intended to provide an overview of responsibilities and is not meant to be considered all-inclusive.
- Please submit a cover letter, resume, completed background investigation form, and portfolio of relevant work to karens3@ccmuseum.com



**1900 N. Chaparral St.
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EMPLOYMENT APPLICATION

Your application will be reviewed in detail. The decision on which applicants will be interviewed will be based on the information you provide within the format given herein. You may attach your resume to this application but it will not be accepted in lieu of an application.

Our policy is to provide equal employment to all qualified persons without regard to race, creed, color, religious belief, sex, sexual orientation, age, national origin, ancestry, physical or mental disability or veteran status.

PERSONAL INFORMATION:

Name: _____

Complete Home Address: _____

City, State, Zip: _____

Day Phone: _____ Evening Phone: _____

Email Address: _____

Are you a U.S. citizen or authorized by INS to work? *(Documentation will be required)* Yes No

Have you ever been convicted of a felony? *(This will not necessarily affect your application)* Yes No

If yes, please explain:

Are you bi-lingual? Yes No In what language/languages? _____

EMPLOYMENT DESIRED:

Position applying for: _____

Have you ever applied for employment here? Yes No

When _____ What position? _____

Have you ever been employed by this company? Yes No

When _____ What position? _____

Are you presently employed? Yes No May we contact your present employer? Yes No

Supervisor Name: _____ Position: _____

Contact Telephone Number: _____

Are you willing to travel? Yes No Do you have an automobile? Yes No

Valid Driver's License Number: State:

Can you provide proof of auto insurance? Yes No Date you can begin employment:

EDUCATION:

High School Location Graduate Yes No

_____ _____ GED Yes No

College Location Degree Obtained and Major

_____ _____ _____

_____ _____ _____

Can you provide proof of your education? Yes No (*Documentation will be required*)

Are you planning to continue your studies? Yes No

If yes, where and what courses of study? _____

COMPUTER SKILLS:

Typing Speed in WPM: _____

- List all the Computer Software that you are **proficient** in and describe your experience and skills in each.

WORK EXPERIENCE: Please list employment for the last five-(5) years starting with most recent employment.

<i>Employer:</i>		<i>Date From</i>		<i>Date To</i>	
<i>Address:</i>					
<i>Position/Title:</i>					
<i>Responsibilities:</i>					
<i>Reason for Leaving:</i>					

<i>Employer:</i>		<i>Date From</i>		<i>Date To</i>	
<i>Address:</i>					
<i>Position/Title:</i>					
<i>Responsibilities:</i>					
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<i>Reason for Leaving:</i>					

<i>Employer:</i>		<i>Date From</i>		<i>Date To</i>	
<i>Address:</i>					
<i>Position/Title:</i>					
<i>Responsibilities:</i>					
<i>Reason for Leaving:</i>					

Attach an additional sheet if needed to list all employments in the last 5 years

REFERENCES:

List three references (**two of whom must be former employers**), not related to you, whom you have known more than one year.

Name: _____ Phone: _____

Address: _____ Years Known: _____

Name: _____ Phone: _____

Address: _____ Years Known: _____

Name: _____ Phone: _____

Address: _____ Years Known: _____

Please tell us which responsibilities outlined in the accompanying job description are most suited to your skills and why:

Please tell us which responsibilities outlined in the accompanying job description will be most challenging or even difficult for you to fulfill and why:

Please help us make an informed decision on you as an applicant. What is it that makes you stand apart from other qualified applicants?

Please list your anticipated rate of compensation for this position: \$ _____

(applications without this information will not be considered)

Thank you for your time and careful consideration in completing this application. Please be assured that we will also take time and careful thought in our consideration.

PLEASE READ BEFORE SIGNING:

I acknowledge the importance of telling the truth on this application and any associated documents (herein "application"). I affirm that all of the information provided by me on this application is true to the best of my knowledge. The information is also not intended to mislead The Corpus Christi Museum of Science and History in any way about my qualifications or background. If I have omitted any information or provided information that is false or misleading, my application will be rejected, and I will not be eligible for employment. In addition, if it is later learned that any information on this application is false or misleading, that I may be subject to discipline up to and including immediate discharge.

I authorize my previous employers, schools, or persons listed as a reference to give any information regarding employment or educational record. I agree that The Corpus Christi Museum of Science and History and my previous employers will not be held liable in any respect if a job offer is not extended, or is withdrawn, or employment is terminated because of false statements, omissions, or answers made by myself on this application. In the event of any employment with this organization, I will comply with all rules and regulations set by the organization in any communication distributed to the employee.

I understand that employment with The Corpus Christi Museum of Science and History is "at will" which means that either this organization, or I may terminate the employment relationship at any time, with or without prior notice.

Applicant Signature: _____ **Date:** _____

DISCLOSURE FOR CONSUMER REPORTS

In connection with my application for employment (including contract or volunteer services) with CCMSH, I understand consumer reports will be requested by you (“Company”). These reports may include, as allowed by law, the following types of information, as applicable: names and dates of previous employers, work experience, education, accidents, licensure, credit (as allowed by law – where required, you will be presented with additional disclosures), etc. I further understand that such reports may contain public record information such as, but not limited to: my driving record (which will include all or part of the following information: photograph, social security number, driver’s license number, your name, your address and medical or disability information), workers’ compensation claims, judgments, bankruptcy proceedings, evictions, criminal records, etc., from federal, state, and other agencies that maintain such records.

In addition, investigative consumer reports (gathered from personal interviews, as applicable, with former employers or landlords, past or current neighbors and associates of mine, etc.) to gather information regarding my work or tenant performance, character, general reputation and personal characteristics, and mode of living (lifestyle) may be obtained.

If I am hired, I understand that my employer can use this disclosure and authorization to continue to obtain such consumer reports throughout my employment, contract period or volunteer service.

Acknowledged:

Signature

_____/_____/_____
Date

Printed Full Name

AUTHORIZATION

I hereby authorize procurement of consumer report(s) and investigative consumer report(s) by CCMSH (“Company”) and its consumer reporting agency Intelifi. If hired (or contracted), this authorization shall remain on file and shall serve as ongoing authorization for Company to procure such reports at any time during, as permitted by law, my employment, contract, or volunteer period. I authorize without reservation, any person, business or agency contacted by the consumer reporting agency to furnish the above-mentioned information.

In connection with my application for employment, I direct the following regarding my current employer: (please check one). Yes, my current employer may be contacted _____ / No, my current employer cannot be contacted _____

I understand that I have rights under the Fair Credit Reporting Act, and I acknowledge receipt of the Summary of Rights _____ (initials).

I authorize Company and Agency to use email communication with me to provide me with notices and information regarding any report or use of such report. If I do not have an email address or do not wish to share it, then communication will be by U.S. Mail, which will result in slower communication.

If you have any questions concerning this background screening content, please contact: Intelifi at (888) 409-1819.

Printed Full Name: _____

Signature: _____

Date: ____/____/____

Email: _____; I do not have or want email _____
(Initial)

List mailing address: _____

For identification purposes:

Social Security No.: _____; Date of Birth: _____

Driver’s License No.: _____; State of Issue: _____

Other Names Used: _____

INFORMATION REGARDING YOUR RIGHTS

I understand that I have the right to make a request to the consumer reporting agency: Intelifi (“Agency”), 8730 Wilshire Blvd, 4th Floor, Ste. 412, Beverly Hills, CA 90211, telephone number (888) 409-1819, upon proper identification, to obtain copies of any reports furnished to Company by the Agency and to request the nature and substance of **all information** in its files on me at the time of my request, including the sources of information. The Agency will also disclose the recipients of any such reports on me which the Agency has previously furnished within the two year period for employment requests, and one year for other purposes preceding my request (California three years). I understand that I can dispute, at any time, any information that is inaccurate in any type of report with the Agency. I may view the Agency’s privacy policy at their website: www.intelifi.com.

I understand that if the Company is located in California, Minnesota or Oklahoma, that I have the right to request a copy of any report Company receives on me at the time the report is provided to Company. By checking the following box, I request a copy of all such reports be sent to me.

Check here:

I understand that if I am applying for employment in New York, that I have the right to receive a copy of Article 23-A of the New York Correction Law _____(initial if this applies).

I understand that if the report is provided to an employer in the State of Washington, that I can contact the following office for more information regarding my rights under Washington state law in regard to these reports: State of Washington Attorney General, Consumer Protection Division, 800 5th Ave, Ste. 2000, Seattle, Washington 98104-3188, (206) 464-7744.

New Hampshire registered drivers: The consent for driving records is valid for only two (2) years and is revocable at any time.

Personal information in MVRs means information that identifies you, such as your photograph, social security number, driver’s license number, your name, your address, your telephone number and medical or disability information relating to any license restrictions. **Highly restricted personal information** includes your photograph or image, social security number, medical or disability information relating to any license restrictions. 18 U.S.C. §2725.

Acknowledged:

Signature

_____/_____/_____
Date