



Job Title: Director of Public Engagement
Location: Telluride Historical Museum
Reports to: Executive Director
FLSA Status: Full Time, exempt, with benefits
Salary Range: \$40,000-\$45,000, dependent on experience

Overview of Job Duties:

Manages all marketing and special event activities of the Telluride Historical Museum. Works with executive director to develop and implement marketing, special events, and membership plans. Responsible for overseeing the creation of marketing materials (posters, newspaper ads, promotional emails) and membership recruitment materials, event planning, database growth, and helping secure event sponsorships and donations.

Job Description

The Director of Public Engagement oversees all aspects of the Museum’s public outreach and marketing activities. These include the creation and implementation of a marketing plan, the creation and dissemination of all marketing materials including newspaper and magazine advertisements, posters, and electronic communications, and maintaining relationships with media outlets including newspapers, websites, and various other organizations and institutions.

In addition, working closely with the Executive Director, the Director of Public Engagement will help plan and execute the Museum’s special event offerings including coordinating with potential venues and caterers, designing marketing materials, managing RSVP lists, and helping secure event donations and sponsorships.

The Director of Public Engagement will also work closely with the Executive Director to support the Museum’s membership program. This includes such activities as: designing and creating membership materials including brochures and recruitment materials; helping maintain and deepen relationships with Museum members; growing and managing the Museum’s contact database; and planning and executing membership campaign events and activities such as member open houses and membership table presence at Museum/community events.

Key Responsibilities and Tasks

- Oversees the Museum’s marketing direction with a vision of being “an indispensable cultural asset” and a mission of “preserving the rich, colorful, and diverse history of the region.”

- Creates and implements a marketing plan that includes marketing budget estimates and timelines for all Museum programs and special events.
- Oversees the Museum's marketing and public relations efforts through printed and electronic communications.
- Works closely with the Executive Director on member recruitment and retention activities including crafting membership recruitment and renewal materials, planning member recruitment events, and creating/updating annual membership campaign plan.
- Oversees efforts to expand the Museum's contact database.
- Works closely with the Executive Director to plan and execute all Museum special events.
- Represents the Museum in the community, at community-oriented events, and at Museum functions.
- Other duties as defined by the executive director.

Desired Skills, Knowledge, and Abilities

- Excellent communication, presentation, problem solving and organization skills
- Strong interpersonal skills
- Knowledge of marketing methodology and best practices
- Knowledge of e-communication platforms such as Mail Chimp or Constant Contact
- Knowledge and understanding of the Telluride community
- Spanish language competency/fluency a plus
- Some knowledge of and skill with Adobe Creative Suite and/or other graphic design platforms a plus
- Experience in the nonprofit sector a plus
- Knowledge of Telluride's culture and history is a plus
- Flexible, enthusiastic to learn, and desire to work in a family-like environment

Minimum Qualifications

- Bachelor's Degree (or combination of education and relevant experience)
- Some familiarity with graphic design
- Strong communication - verbal and written - and interpersonal skills
- Some experience in cultural event planning and marketing
- Bilingual/Multicultural candidates encouraged to apply

Interested applicants should **e-mail a cover letter, resume, and list of three references** (with contact information) to Executive Director Kiernan Lannon at jobs@telluridemuseum.org .

No phone calls, please.