

Director of Marketing and Communications

Full-Time, Exempt



Position Summary

The director of marketing and communications plays a critical role in advancing MOXI's mission by elevating MOXI's brand, reputation, and public presence in support of the museum's mission and long-term vision. This role drives the development and execution of innovative marketing, communications, and public relations strategies that inspire engagement, expand audiences, and strengthen community connections.

Working closely with the president/CEO, the director ensures that MOXI's brand identity, messaging, and storytelling consistently reflect the organization's strategic priorities and values. The director oversees all aspects of the museum's marketing and communications efforts, including advertising, promotions, public relations, media relations, crisis communications, digital platforms, social media, website content, environmental graphics, signage, and other branded experiences both onsite and across external channels.

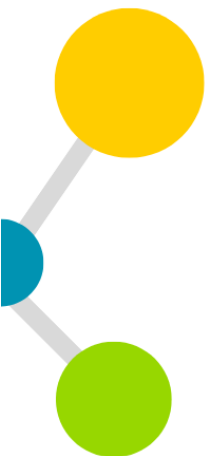
The director will work with the president/CEO to ensure MOXI's brand and public messages align with the organization's strategic initiatives and goals. As a collaborative leader, the director partners across departments to implement tactics and creative campaigns to drive museum attendance, membership, fundraising, event and program registration/attendance, and facility rentals. The director will manage a team of creative, enthusiastic staff and freelance vendor partners who support the director in implementing a comprehensive marketing and communications plan for all aspects of the museum's business. This position requires excellent strategic thinking, creativity, attention to detail, and above all, humor.

Report to: President/CEO

Pay Rate: \$105,000/annual - \$115,000/annual

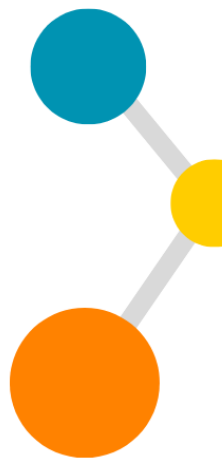
Responsibilities

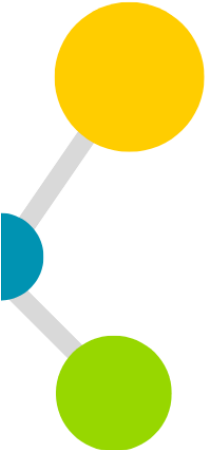
- Responsible for overall brand and reputation management across owned, earned, and paid media.
- Help meet revenue goals for attendance, membership, contributions, facility rentals, and programs.
- Provide written and verbal communications leadership, advice, and counsel to leadership team and all staff, both proactive and reactive, internal and external.
- Create and implement paid advertising plan/budget annually.

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- Manage content creation, creative design, and release or distribution of all online content, press releases, and advertisements (print, broadcast, online, OOH, and more).
 - Develop creative briefs and oversee all aspects of the production of all print and online collateral including an annual report, fundraising appeals, education programs marketing, and more.
 - Oversee the development, installation, and maintenance of all environmental graphics, safety, and directional signage, and other onsite signage to ensure consistency with MOXI's brand and compliance with safety and facilities requirements.
 - Serve as the primary point of contact for all press/media inquiries and manage all responses, occasionally acting as spokesperson when needed or assisting appropriate spokesperson with their response.
 - Ensure and manage timely, accurate, consistent, and error-free responses to customer inquiries and/or feedback via social media.
 - Keep current on marketing industry trends and opportunities and assess when and how to incorporate them into MOXI's plans and/or processes.
 - Work with the leadership team during times of crisis on emergency response communications, serving as the media representative as needed.
 - Be an inclusive leader who values and acts to advance diversity, equity, accessibility, and inclusion as they work with community members, internal staff, and external stakeholders.
 - Manage all financial and operational aspects of the Marketing and Communications Department: develop annual budgets and meet revenue and expense commitments with respect to the budget. Prepare periodic budget revisions and other financial reports as requested.
 - Support a culture of cross-organization communication, collaboration, and information sharing.
 - Other duties as assigned

Requirements, Skills & Qualifications

- Proven success in planning and implementing marketing, advertising, and public relations strategies.
- Experience developing and managing an annual budget in excess of \$100,000
- Excellent command of the English language with proper grammar, syntax, and spelling
- Experience managing vendor and/or professional contractor relationships and workflow.
- Experience with website CMS



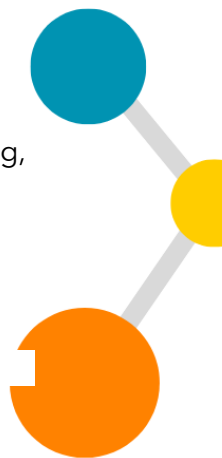
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- Experience with email service provider software (e.g., WordFly, Constant Contact, MailChimp, etc.)
 - Familiarity with POS and/or CRM systems (Blackbaud, Altru, etc.)
 - Proficient in social media platform management
 - Experience with Google Analytics
 - Knowledge of appropriate metrics and means to track results and/or measure the effectiveness of marketing and communications campaigns.
 - Keen attention to detail and ability to think holistically and strategically about approaches to work.
 - Conscientious and detail-oriented; must have an appreciation of the necessity of following through with paperwork, record-keeping, and documentation.
 - Ability to organize and prioritize varied tasks in a manner that most effectively serves the needs of the organization.
 - Excellent interpersonal skills: must be receptive to the ideas of others and able to work cooperatively to prioritize tasks and accommodate many different and conflicting concerns.
 - Passion for creating a world-class museum that is recognized as a truly outstanding educational experience.
 - Enthusiasm for working in an organization where change is frequent, the structure is evolving, and flexibility, teamwork, and good humor are absolute necessities.
 - Proficiency in all Microsoft Office applications and ability to learn new systems and adapt to emerging technologies.
 - Awareness of issues relating to access and inclusion and the ability to build inclusive and accessible programs.
 - Spanish fluency a plus.

Supervisory Responsibilities

- Marketing + Communications Coordinator - FT

Education and Experience requirements:

- A minimum of 7 years' experience planning and successfully implementing marketing, advertising and public relations strategies with proven ability to increase brand visibility, meet or exceed sales goals, and/or attendance.
- Bachelor's degree (required) in Communications, Business, Marketing, Public Relations or related field (preferred)





Additional Information

- Applicant must be able to bend, squat, lift push/pull up to 50 lbs.
- Schedule and availability reflect that the organization is a 7-day a week operation, with periodic early morning and evening programs.
- Monitor and respond to social media messages/content outside of work hours as needed.
- Regular predictable attendance is required.
- Reasonable accommodations may be made in order to allow individuals with disabilities to perform the essential functions.
- Employment background/criminal check is required.

Reasons to apply:

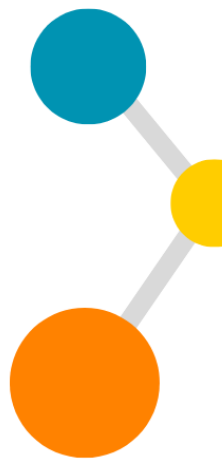
- Growth-centered work environment that includes professional development opportunities.
- Fun and creative organizational culture.
- Free admission into local museums including MOXI, Santa Barbara Museum of Art, Lotusland, and Santa Barbara Zoo.
- Free ASTC membership for museums across the country.


Benefits:

- 80 hours of paid vacation, 56 hours of paid sick leave, and 13 paid holidays each year.
- Company-sponsored Gold medical insurance plan with multiple PPO and HMO options.
- Affordable dental and vision.
- Flexible Spending Accounts: Health Care FSA and Dependent Care FSA.
- Pet Protection
- Identity Theft Protection.
- Retirement Plan 403(b).
- 100% employer sponsored EAP, LTD, Life/AD&D.
- Supplemental Life/AD&D.

About MOXI

MOXI, The Wolf Museum of Exploration + Innovation® is dedicated to igniting learning through interactive experiences in science and creativity. Located in the heart of Santa Barbara's vibrant Funk Zone at 125 State Street, the museum is LEED - certified Gold and serves guests of all ages through its hands-on exhibits and education programs. MOXI is a





501(c)(3) nonprofit organization generously supported by its daily guests, members, facility rentals, and donations from individuals, foundations, and corporate partners.

Who we are

MOXI is a collaborative, creative, and fun place to work. Our team is guided by a set of core values that help **create a joyful place where we empower curious minds to explore the world.**

We are **Playful**. We are **collaborative**. We are **experimenters** - we take risks and embrace failure. We believe that **diversity is critical to creativity.**

How to apply

To be considered, all applicants must submit a cover letter and a resume.

Email: lilya.vicencio@moxi.org

Website: <https://moxi.org/careers/>

MOXI is an equal opportunity employer committed to diversity at all levels.

