



Contemporary Art Museum St. Louis

Director of Marketing and Communications

The Director of Marketing and Communications is responsible for the strategic development and oversight of all communications and marketing activities for the **Contemporary Art Museum St. Louis**—including digital strategies, public relations, advertising, social media, and audience development efforts. This individual seeks to creatively promote CAM's brand and reputation throughout the region and beyond; attract diverse audiences to the Museum's wide array of exhibitions, programs, and events (on-site and online); communicate and shepherd, through messaging and signage, a visitor experience that is welcoming, accessible, and engaging. Reporting to the Executive Director, the Director of Marketing and Communications supervises the Communications Specialist and Marketing Manager and contributes to the overall strategic direction of the Museum as a key member of the senior management team.

Responsibilities:

Marketing and Communications:

- / Develop and implement strategic communications and marketing plans to build awareness of the Museum and attract audiences for its exhibitions, programs, and events.
- / In collaboration with the Communications Specialist and Marketing Manager, craft CAM's visual identity and organizational voice across print and digital platforms, ensuring style, voice, and brand consistency.
- / Provide creative direction to photographers, videographers, designers, web developers, printers, and other creative collaborators.
- / Oversee the writing, design, and production of CAM's digital and print media, including the website, newsletters, gallery guides, exhibition didactics, email marketing, brochures, event collateral, fundraising campaigns, and Mesh, the Museum's annual magazine.
- / Oversee the Museum's media relations strategy. Identify story opportunities, counsel leadership on public appearances, and advise on crisis communications.
- / Work closely with Curatorial, Learning and Engagement, and Development to devise appropriate communications and strategies to support new programs, exhibitions, events, and campaigns.
- / Develop and implement web strategies for camstl.org and associated platforms.
- / Analyze metrics to evaluate the effectiveness of the Museum's website, social media, email marketing, advertising, and promotional initiatives.
- / Work with other departments on the implementation and integration of the CRM platform.
- / Develop strong and mutually beneficial relationships to enhance public awareness of the Museum and its unique contributions to the community.

Audience Communications and Visitor Experience:

- / Work with the Deputy Director and the Visitor Experience and Events Manager to ensure that the Visitor Experience team communicates knowledgeably and enthusiastically about exhibitions, programs, and Museum activities.
- / Work with the Deputy Director and the Visitor Experience and Events Manager to develop and implement attendance metrics, tracking, reporting, and analysis, and integrate on-site methods with digital and online survey data.
- / Work with the Visitor Experience and Events Manager to aid in the creation of merchandising strategy, artist-designed projects, and overall connectedness to Museum's brand and exhibitions.

Leadership:

- / Directly supervise Communications Specialist and Marketing Manager. Oversee contractors and consultants connected to design, website, photography, videography, and Mesh magazine advertising sales.
- / Develop and oversee the management of budgets for Marketing and Communications. Identify best practices and improve internal systems with an eye towards future needs and institutional resources.
- / Work toward achieving institutional goals, including increasing and diversifying audiences (on-site and online) and ensuring visitor satisfaction.
- / Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- / Represent the Museum and build partnerships in citywide promotion and tourism efforts.
- / Support the Executive Director, Director of Development, and Board of Directors in cultivation and fundraising efforts.

Qualifications:

- / Minimum of seven years relevant experience, with at least five years supervisory experience. Experience in marketing and communications for visitor-centric organizations such as cultural, arts, or tourism preferred.
- / Bachelor's degree in relevant field; MBA/master's degree in arts administration or similar preferred.
- / Deep curiosity about contemporary art and culture and passion for CAM's mission, programs, and future plans.
- / Creative, collaborative, and entrepreneurial leader skilled at building and supervising crossfunctional teams.
- / Ability to understand the sensitive nature of art as it relates to cultures and political climates.
- / Superb writing skills and design sensibility are essential.
- / Ability to collaborate with Museum leadership on the development of institutional messaging.
- / Strong emotional intelligence and interpersonal communication skills. This includes the ability to connect with people from diverse racial and socioeconomic backgrounds as well as being able to inspire others with CAM's mission through written and in-person messaging.

- / Demonstrated commitment to diversity, equity, accessibility, and inclusion. Ability to work independently and effectively; self-directed; responsible and accountable for decisions.
- / Demonstrated organizational planning, problem-solving, financial, and analytical skills. Willingness to be a hands-on leader, working alongside staff to ensure the success of Museum programs and events.
- / Drive and ambition to pursue excellence while maintaining composure under pressure.
- / Knowledge of website development and metrics; social media; media relations; advertising; photography and videography; email marketing; CRM systems; SEO; e-commerce; and graphic design tools (Adobe Creative Suite).
- / Desire to connect with the St. Louis arts and culture community.

Compensation:

This is a full-time position. Compensation, including benefits, is competitive and commensurate with qualifications and experience. The salary range for this position is \$84,000–\$90,000.

Diversity, Equity, Accessibility, and Inclusion:

The Contemporary Art Museum St. Louis is committed to embracing diversity, practicing equity, and ensuring accessibility and inclusion. We will continually strive to achieve a welcoming environment in all our spaces, where staff, artists, board, and community feel reflected and valued for their unique perspectives and backgrounds. DEAI values will guide and impact all the decisions the museum makes, both internal and external, so that we are choosing a path toward ongoing transformation.

CAM is an equal opportunity employer and does not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity or expression, disability, age, family responsibilities, national origin, or veteran status.

About the Contemporary Art Museum St. Louis

Founded by civic and cultural leaders in 1980, the Contemporary Art Museum St. Louis transformed from a small gallery into an internationally-recognized arts institution, now permanently housed in a 27,000-squarefoot building designed by renowned American architect Brad Cloepfil. Flexible, open, and inviting, the building reflects the organization’s values, and supports a dynamic range of exhibitions, public programs, and educational activities. CAM is the only museum in the St. Louis region solely dedicated to contemporary art and one of the preeminent non-collecting institutions of its kind in the United States. We are a site for discovery, a welcoming space, free and open to all.

Learn more at camstl.org.