



VACANCY ANNOUNCEMENT

Title: Marketing Manager

Classification: Full-time, salaried, exempt

Starting Salary Range: \$41,000-\$46,000

Application Period: Open until filled

Principal Functions:

The Manager of Marketing bears primary responsibility for executing the Park's approved marketing plan, having considerable input in that plan's creation. Assists the Executive Director, with the Park's fundraising activities and works closely with the Director of Administration and Membership on all member-based fundraising initiatives. The incumbent serves as the Park's primary professional in graphic design and photography. He/she also serves as the Park's webmaster and manager of social media.

Responsibilities:

The Manager of Marketing and Development will:

- Manage the Park's marketing budget under the direction of the Executive Director
- Prepare an annual marketing plan for the approval of the Executive Director
- Bear primary responsibility for executing the approved marketing plan, working independently with minimal supervision
- Work with the Executive Director in revenue generating activities including initiating personal contacts with corporate, community, and government representatives and form partnerships and to prepare sponsorship proposals and other development documents and solicitations to meet annual revenue goals
- Work closely with the Director of Administration and Membership to maximize financial support from Park Members
- Serve as editor of the Park's newsletter, the *Pamplin Telegram*
- Serve as the Park's graphic designer to produce signs, exhibits, publications, brochures, and marketing materials
- Possess competence as a photographer and serve as the Park's primary visual arts producer
- Manage the content of the Park's website and social media platforms and maintain the Park's digital library

- Serve as the primary Park contact for the media, including drafting news releases and conducting interviews on radio, television and other media
- Manage the Park's online presence and submit for posting all Park special events and exhibits to all free tourism and related travel or event specific website calendars.
- Along with the Executive Director, Director of Operations, and Director of Administration and Membership, serve on the Park's Senior Leadership Team to develop Park goals, policies, and procedures
- Maintain reliable attendance and punctuality, possess the ability to work a flexible schedule including evenings, weekends, holidays, and in critical conditions as circumstances require
- Maintain effective and professional relationships with co-workers, supervisors and the public and assist in all Park operations as require
- Demonstrate college-level written and oral communications standards
- Maintain a professional appearance consistent with Park standards
- Perform other duties as assigned

Preferred Qualifications

- Possess a bachelor's degree in marketing, communications, graphic design or related field
- Demonstrate a minimum of three years' successful paid experience in marketing and/or development functions—experience in the non-profit sector preferred
- Possess basic competence in graphic design, photography, and other relevant software applications
- Demonstrate superior oral and written communication skills

To Apply: Submit a complete Pamplin Historical Park application form, a resume, and a narrative statement of not more than two typewritten pages addressing the preferred qualifications for this position. Additional materials may be included at the applicant's discretion; however, the Park does not guarantee the return of any application materials. Highly qualified applicants will be interviewed by telephone. The best candidates will be invited to participate in a personal interview at the Park at their own expense. All applicants will be notified about the status of their application; therefore, we request that applicants do not call the Park for information about their candidacy. Applicants wishing to withdraw their name from consideration should notify Pamplin Historical Park at their earliest convenience.

To obtain an application form, log on to www.pamplinpark.org, call (804) 861-2408, or request one at the Park. Submit completed application packets to: Pamplin Historical Park, Attn: Amanda Bennett, Director of Administration and Membership Services, 6125 Boydton Plank Road, Petersburg, VA 23803. Application packets may be mailed, faxed to (804) 861-2820, or hand-delivered.

About Pamplin Historical Park: Pamplin Historical Park is located on a 424-acre campus in Dinwiddie County, Virginia, six miles from Petersburg and 31 miles south of Richmond. The Park contains four museums, four historic homes, features an extensive costumed interpretive program, and preserves the site of a major Civil War battlefield. Pamplin Historical Park, a privately owned 501 (c) (3) non-profit organization, employs more than 55 people and is a major historical attraction with an ambitious expansion plan. Please visit our website at www.pamplinpark.org for more information.