



Employment Opportunity – Director of Marketing & Strategic Communications Full-Time

The Cummer Museum of Art & Gardens seeks a dynamic and hands-on Director of Marketing & Strategic Communications to join our executive team and lead all aspects of the Museum's marketing, communications, and brand strategy.

This is a unique opportunity for a creative, strategic professional who loves both building big-picture plans and rolling up their sleeves to execute them.

The Director of Marketing & Strategic Communications will serve as the Museum's chief brand steward, storyteller, and media liaison, leading initiatives that elevate visibility, grow diverse audiences, and strengthen community connections. The role collaborates cross-departmentally and works closely with outside vendors to implement a comprehensive communications and marketing plan in alignment with the Museum's strategic priorities.

Essential Function:

- Support the Cummer Museum's mission, vision, and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect of individual, commitment to our community, and accountability and ownership.

Strategic & Tactical Leadership

- Serve as the Museum's primary marketing strategist, brand steward, and content creator.
- Develop and implement a comprehensive communications and marketing plan that aligns with the Museum's strategic goals and priorities.
- Participate and collaborate as a member of the Museum's Executive team, providing input and counsel for decisions affecting the Museum's annual and long-term operating plans, including the strategic plan, program priorities, capital needs, and human and financial resources.
- Work cross-functionally with Development, Learning & Engagement, Curatorial, Visitor Experience, and leadership teams to amplify institutional messaging.

Content Development & Distribution

- In conjunction with colleagues and vendors, write, design, and produce content for all digital and print platforms, including website, e-newsletters, social media, donor communications, and impact reports.
- Ensure the Museum's website is updated and is in alignment across all communication platforms.
- Maintain consistency of tone, message, and branding in all materials.
- Communicate with donors, members, and other key stakeholders to support the Museum's mission and to keep stakeholders informed of goals and successes.

Digital Marketing & Social Media

- Manage and grow the Museum's digital presence, including social media platforms and email marketing.
- Schedule original content tailored to platform and audience.
- Monitor analytics and engagement data to inform future strategy.

Media Relations & Publicity

- Serve as the primary media contact and spokesperson.
- Write and distribute press releases, coordinate interviews, and build strong relationships with local, regional, and national media.
- Respond to media inquiries and proactively pitch stories to increase visibility.

Campaigns & Promotion

- Manage event listings, advertising schedules, and outreach to community calendars and tourism platforms.

Partnerships & Community Engagement

- In conjunction with colleagues, cultivate relationships with community organizations, tourism partners, and cultural institutions to extend the Museum's reach.
- Represent the Museum at community events and professional gatherings.

Budget & Project Management

- Develop and manage the communications and marketing budget in coordination with the Chief Curator.
- Coordinate timelines and deliverables for all marketing-related projects.
- Manage relationships with outside vendors and freelancers as needed.

Knowledge, Skills and Abilities:

- Bachelor's degree in Marketing, Communications, Public Affairs, or a related field; Master's degree preferred.
- Minimum of 7 years of progressively responsible experience in marketing or communications, preferably in a nonprofit or cultural institution.
- Exceptional written and verbal communication skills, with demonstrated ability to create compelling content for a broad array of target audiences.
- Strong organizational skills with the ability to manage multiple projects independently and meet deadlines.
- Proficiency in digital platforms including Content Management Systems (e.g., WordPress), email marketing (e.g., Campaign Monitor), and social media tools.
- Familiarity with design tools such as Adobe Creative Suite is a plus.
- Experience with Blackbaud Altru is a plus.
- Creative, detail-oriented, and mission-driven.
- Willingness to work evenings and weekends for Museum events.
- Valid Florida driver's license required.

Physical Requirements/Work Environment:

- Must be able to occasionally lift/move up to 10 pounds
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Normal building and office environment with occasional outside work
- Frequently required to talk or hear
- Frequent periods of sitting (6+ hours) may be required during the workday
- Frequent periods of standing (4+ hours) may be required during events

Why us?

- Medical, dental, vision, life insurance, telemedicine, short-term and long-term disability coverages.
- 403b retirement plan with match up to 5%.
- Generous Paid Time Off and Holiday Structure.
- Early Access to exhibitions before public access.
- Reciprocal membership and admission access to over 2,000 gardens and institutions through:
 - [AHS](#) (American Horticultural Society)
 - [NARM](#) (North American Reciprocal Museum Association)
 - [ROAM](#) (Reciprocal Organization of Associated Museums)
- Discounts in café and Museum store.
- Competitive compensation with opportunity for professional development.
- Did we mention this is a museum and historical gardens? We're surrounded by beauty.

Our Mission: To Engage and Inspire through the arts, gardens, and education.

Remote work: Monday only

Salary Range: \$80,000 to \$90,000

Cover letter and resume required.

Qualified applicants send résumé, cover letter, and salary requirements to the Cummer Museum of Art & Gardens, Attn: Human Resources Department, 829 Riverside Avenue, Jacksonville, FL 32204 or jobs@cummERMuseum.org