

Marketing & Communications Manager

Location: Jupiter Inlet Lighthouse & Museum, Jupiter, FL

Reports To: Executive Director

Job Type: Full-Time

Job Overview:

This position plays a crucial role in advancing the mission of the Jupiter Inlet Lighthouse & Museum by expanding its reach, engagement, and impact. The ideal candidate is a proactive leader who thrives in a fast-paced environment and is passionate about storytelling, audience engagement, and brand growth.

The Marketing & Communications Manager is responsible for leading and executing the museum's marketing and communications strategy to enhance visibility, engagement, and support for the Jupiter Inlet Lighthouse & Museum. This role oversees content development, digital marketing, advertising, media relations, and public relations efforts while managing marketing budgets, agency collaborations, and brand consistency. The ideal candidate is a strategic thinker with experience in digital marketing, content creation, and communications who thrives in a collaborative and dynamic environment.

Key Responsibilities:

1. Strategic Planning & Budget Oversight

- Develop, implement, and direct annual marketing plans, ad campaigns, and branding strategies that align with organizational goals and strategic initiatives.
- Create the marketing budget, track expenses, and ensure alignment with financial goals.
- Identify target audiences and monitor industry trends.
- Coordinate and manage relationships with outside marketing agencies and vendors.

2. Content & Campaign Management

- Create and execute content across digital and traditional marketing channels.
- Supervise content developed by the Marketing Coordinator and external agencies to ensure brand consistency.
- Approve all content for social media, website, email campaigns, and advertising.
- Develop and oversee museum-wide marketing campaigns, including print, digital, and broadcast media.
- Track and analyze campaign performance, making data-driven recommendations for optimization.

3. Advertising & Digital Marketing

- Manage digital advertising campaign strategy, including paid social, geofencing, PPC, and Google Ad Grant efforts in conjunction with an external marketing agency.
- Oversee the placement and performance of print, radio, and television advertising.
- Track and evaluate digital and traditional advertising effectiveness, adjusting strategies as needed.

4. Website & Email Marketing
 - Oversee website updates, content management, SEO strategy, and user experience in collaboration with the Marketing Coordinator and agency partners.
 - Ensure website content aligns with brand messaging and organizational priorities.
 - Manage and approve email marketing campaigns, including the monthly newsletter and promotional emails.
 - Collaborate with internal teams to support targeted email campaigns and automation strategies.

5. Public Relations & Media Management
 - Serve as the primary media contact for press inquiries, media visits, and influencer collaborations
 - Create press releases, media pitches, and promotional materials.
 - Develop and implement public relations strategies to enhance the museum's reputation and outreach.
 - Respond to public photo and video requests in alignment with Bureau of Land Management protocols.
 - Handle PR crisis management and communications planning.

6. Event Marketing & Sponsorship Support
 - Develop and execute marketing strategies for museum events and programs.
 - Support sponsorship outreach and fulfillment by providing promotional assets and visibility opportunities.
 - Secure in-kind advertising and media partnerships for events in collaboration with the Development Manager.

7. Team Leadership & Collaboration
 - Supervise and provide strategic direction to the Marketing Coordinator.
 - Work closely with internal departments to support marketing needs, including development, education, and visitor engagement.
 - Engage with key stakeholders, including board members, donors, and community leaders, to align marketing initiatives with organizational priorities.

8. Grant Reporting
 - Prepare and submit marketing-specific grant applications and reports with the Executive Director.
 - Track and prepare all marketing materials, contracts, and financials for local and state grant reporting.

Skills & Qualifications:

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field (or equivalent experience).
- Minimum 5+ years of experience in marketing, digital advertising, or communications.
- Strong understanding of digital marketing, including social media, SEO, PPC, and email marketing.
- Experience managing paid advertising campaigns across multiple platforms.
- Strong project management and budgeting skills.
- Excellent written and verbal communication skills.

- Experience working with marketing agencies and external vendors is a plus.
- Knowledge of website management (WordPress preferred) and analytics tools.
- Professionalism in manner and appearance.

Schedule & Work Environment:

- Schedule: Monday - Friday, 9:00 AM - 5:00 PM, with special events and evenings as needed.
- Office-based role with time spent outdoors for video shoots and events.
- Some weekend work required for events or urgent needs.

Compensation & Benefits:

- Salary: \$70,000 - \$75,000, based on experience
- Health insurance stipend
- Paid time off and holiday pay
- Retirement savings plan options with company match
- Opportunities for professional development and career growth