



## **Director of Marketing & Public Relations – Position Profile**

### **THE OPPORTUNITY**

Adirondack Experience, the Museum on Blue Mountain Lake in upstate New York ([www.theadkx.org](http://www.theadkx.org)), seeks a strategic and experienced marketing professional to serve as its next Director of Marketing & Public Relations. With an annual operating budget of \$5 million, including earned revenue goals of just over \$1.1 million, the Adirondack Experience (“ADKX”) is entering an exciting period of growth as it seeks to increase visitor engagement and retention. As such, the ADKX team is especially interested in candidates with a proven track record of success in the areas of CRM and retention/loyalty marketing, including the development of creative strategies to drive repeat visitation. As part of its continued evolution, the ADKX is currently auditing and augmenting its marketing resources by exploring external PR support, and has also recently engaged New York City’s industry-leading cultural marketing and strategy firm LaPlaca Cohen.

This is an ideal opportunity for the cultural marketer interested in living and working in a naturally beautiful setting with a rich history, and with a true opportunity to foster local community engagement while driving regional tourism. A competitive salary and benefits package (including medical, dental, retirement, and more) is offered, including short-term housing and relocation. Reporting to the Executive Director, this role serves on the Senior Staff of ADKX, manages one full-time direct report, and interacts regularly with a visitor services team of over 30 full-time and part-time staff.

### **ORGANIZATIONAL MISSION**

The Adirondack Experience expands public understanding of Adirondack history and the relationship between people and the Adirondack wilderness, fostering informed choices for the future.

### **ORGANIZATIONAL HISTORY**

Founded as the Adirondack Historical Association in 1955, and operated as the Adirondack Museum from 1957 to 2017, the Adirondack Experience, The Museum on Blue Mountain Lake (ADKX) has been accredited and reaccredited by American Alliance of Museum in 1973, 1985, 1998, and 2010. ADKX is located in northern New York near the center of the six-million-acre Adirondack Park, a unique combination of protected state forests interspersed with privately-owned property. Hamlets, villages, and state preserves form a mosaic of public and privately-owned lands in an area the size of Vermont.

ADKX is one of the largest cultural institutions in northern New York. Its facilities consist of 24 buildings that include 60,000 square feet of exhibition space and 150,000 square feet of space overall. It has 32 year-round FTEs and an additional 50 employees work for the museum while it is open to the public seasonally from May to October. ADKX’s operating budget is \$5M and it serves approximately 45,000 people each year on site, the majority of whom are tourists. ADKX serves the local population by providing free programming off site to an additional 5,000 – 7,000 public school children and offering a liberal free admissions policy for year-round residents

ADKX is the repository for the largest collection of historical artifacts, fine and decorative arts, and research materials that document the history and culture of the unique Adirondack region – including the history of environmental conservation and outdoor recreation. The more than 165,000 items in the

collection consist of: 2,500 works of art including paintings, prints, drawings, and artists' sketchbooks; 100,000 historic photographs and motion picture films; 750 manuscript collections; 1,450 maps, rare books, bound volumes, and atlases; 8,000 posters, broadsides, and other ephemera; 400 video and audio recordings; and nearly 30,000 three-dimensional objects. The latter include: horse-drawn vehicles; one of the largest collections of inland waterway boats in the country; sporting equipment; textiles; Native American artifacts; maple sugaring and ice harvesting implements; agricultural equipment; logging tools; mining equipment; archaeological artifacts; and the largest rustic furniture collection in the United States.

ADKX was founded by philanthropist Harold Hochschild, who oversaw early collecting, provided intellectual direction (he was an historian as well as an industrialist), and established ADKX's endowment – now valued at approximately \$50M. Following the museum's opening in 1957, buildings were periodically added to house exhibitions on various topics such as recreational boating, mining, logging, and transportation. The physical expansion of the museum, ranging over a 121-acre campus, culminated in 2000 when the museum erected a visitor center, an education center, and a 28,000-square-foot, state-of-the-art Collections Storage and Study Center. To mark its 60th anniversary 2017, ADKX opened a new \$8M 19,000-square-foot interactive permanent exhibition, *Life in the Adirondacks*. Housed in an existing building, the new interactive exhibition was designed by Gallagher & Associates and Richard Lewis Media Group. It provides an orientation to both ADKX as a whole and the story of the Adirondacks. It is now every visitor's starting point when touring the campus. Additional improvements that have been completed recently include a new nature trail, a boathouse that enables visitors to experience rowing historic craft on a pristine body of water, Minnow Pond, and infrastructure improvements that have enhanced universal access and wayfinding. In future years, additional projects identified in a 2014 Exhibition Master Plan and a 2018 Campus Master Plan will be realized to further invigorate the visitor experience. An expansive deck will be added to ADKX's café overlooking Blue Mountain Lake for the 2020 season. An interactive *Adirondack Creativity* exhibition is schedule to open in 2023. It will showcase ADKX's fine and decorative arts collections.

New exhibitions are just one feature of a renewed focus on visitor engagement and learning that has inspired ADKX to embrace “experience” as the guiding principle for all of its offerings. By offering engaging, authentic experiences, ADKX has positioned itself as the Adirondack's "must-see" starting point for all regional visitors. New diversity initiatives are underway. They include the introduction of an annual Mohawk Art Market in 2018 and a Diversity Fellows program introduced in 2019. The program attracted over 50 applicants for 6 openings. A federal grant recently awarded to ADKX and The Wild Center will enable the two institutions to conduct visitor research in urban centers surrounding the Adirondack Park in 2020. The goal will be to identify obstacles and opportunities both museums face in serving black and Latino audiences.

## **APPLICATION INSTRUCTIONS**

The search for the Director of Marketing & Public Relations is being conducted on behalf of the Adirondack Experience by marketing consultant and recruiter Tom O'Connor. To apply, please email your cover letter, salary requirements, and resume as a single PDF file to [jobs@tomoconnor.co](mailto:jobs@tomoconnor.co) (note: .co) with “Adirondack Experience” in the subject line. Cover letter should include relevant experience, how you became aware of the position, and any direct experience you have had with similar cultural attractions. No phone calls please.

## POSITION DESCRIPTION

**TITLE:** Director of Marketing and Public Relations, Adirondack Experience  
**INCUMBENT:** Available 10/1/19  
**STATUS:** Full-time, Exempt (based on 40 hours/week)  
**LOCATION:** Marketing and Public Relations Department  
**REPORTS TO:** Executive Director

### **PURPOSE OF POSITION:**

Under the direction and supervision of the Adirondack Experience's Executive Director, the Director of Marketing and Public Relations is responsible for developing, managing, and implementing strategies that will result in audience growth, increased visibility, and sustained philanthropic giving. The incumbent utilizes a wide variety of strategies to promote ADKX's exhibitions, special projects, events, programs, and institutional goals and objectives. The incumbent has a staff of 1 – 2 and works with other ADKX staff and the board to optimize available resources to meet institutional goals and objectives. The incumbent represents ADKX at conferences and trade shows and works to maintain positive community relations. The Director of Marketing and Public Relations is a member of Senior Staff, may deal with confidential information, and will serve on board committees as assigned.

### **DUTIES INCLUDE:**

#### **A. Develop, implement and manage marketing and public relations strategies.**

- A1. Develop and implement annual marketing and public relations plans that will expand ADKX's audience, increase visibility, and sustain philanthropic giving.
- A2. Utilize social media as well as more traditional vehicles for promoting the ADKX and its offerings.
- A3. Evolve strategies, as appropriate, to respond to changes in the environment. Monitor results.
- A4. Promote and disseminate information about exhibitions, special projects, events, programs, and institutional goals and objectives.
- A5. Oversee development of all collateral needed to promote ADKX and its offerings.
- A6. Ensure that messaging and materials follow ADKX's brand identity guidelines.
- A7. Write, edit, and distribute press releases about exhibitions, special projects, events, programs, and institutional goals and objectives that will encourage media coverage of ADKX. Write short pieces for travel guides, tourism and chamber of commerce web sites.
- A8. Establish relationships with media and community sources to include regional newspaper and magazine editors, public radio station managers, travel and tourism contacts and other organizations to maximize marketing opportunities.
- A9. Organize and provide content-based fam tours for journalists and local hospitality workers.
- A10. Manage and enhance the ADKX website.
- A11. Develop and manage the marketing and public relations budget according to ADKX procedures.
- A12. Create a system of evaluation and performance measurements to determine the cost effectiveness of marketing and public relations strategies. Gather data and research to ensure best use of resources. Track results and report to staff and board. Use information to modify strategies when needed.
- A13. Expand ADKX's group tour program. Maintain and build relationships with tourism partners for potential joint packages, sharing promotional costs.

#### **B. Manage efforts to strengthen the visitor experience including audience research and wayfinding**

- B1. Collaborate with the Collections and Interpretation Departments to plan and implement audience and market research to quantify and evaluate demographics, visitor expectations and satisfaction, and general awareness to provide information for museum-wide planning and decision-making.

- B2. Collaborate with the Collections and Interpretation Departments as well as board committees to enhance marketability of exhibitions and programs. Serve on the staff exhibit and programs development teams.
- B3. Work with staff to ensure that ADKX communications and actions are directed towards reaching all audiences by observing best practices as stated in universal accessibility guidelines.
- B4. Collaborate with Institutional Advancement Department staff to enhance and coordinate messaging to sustain visitor relationships with ADKX and increase philanthropic support.
- B5. Work with staff to ensure that communications are in accordance with the ADKX brand.
- B6. Monitor wayfinding as it relates to a positive visitor experience and propose modifications.
- B7. Serve as staff liaison for the Marketing and Public Relations Committee of the board.

**C. Work with the Executive Director to maintain positive community relations throughout the Adirondack region.**

- C1. Monitor ADKX's relationship with the community and recommend actions to promote a positive environment and strong ties with the community.

**D. Supervise staff, interns, and consultants.**

- D1. Develop and monitor work plans for staff, interns, and consultants to achieve marketing and public relations goals and objectives. Develop performance measurements, perform annual evaluations; and encourage and oversee staff development.
- D2. Make recommendations to hire, reward, or discipline and discharge staff, interns, and consultants consistent with museum human resource guidelines.

**SKILL REQUIREMENTS**

- 1. Bachelor's degree in Marketing, Communications, Advertising, Public Relations, or equivalent.
- 2. Minimum of 5-10 years' experience as a marketing or public relations professional, preferably with a not-for-profit organization.
- 3. Experience with museums or similar organizations is of added value.
- 4. Expert knowledge of professionally accepted marketing and public relations practices.
- 5. Experience and ability to develop and implement annual marketing and public relations plans required.
- 6. Excellent written, verbal, and interpersonal communication skills required to effectively work with staff, board, the public, and the media. Skilled public speaking required.
- 7. Strong computer skills required including experience with Microsoft Word, PowerPoint, Excel, and Outlook required.
- 8. Demonstrated knowledge and experience working with web sites to reach audiences.
- 9. Demonstrated knowledge and ability to work effectively with print and social media.
- 10. Excellent budget development, organizational and record-keeping skills.
- 11. Demonstrated knowledge and ability to collect and use marketing research and to develop, implement, and analyze visitor surveys.
- 12. Good negotiating skills.
- 13. Management experience required.
- 14. Experience recruiting, negotiating with, and supervising outside contractors.
- 15. Ability to drive and willingness to travel, staying overnight on occasion.