



TUCSON MUSEUM *of* ART AND HISTORIC BLOCK

TUCSON MUSEUM OF ART AND HISTORIC BLOCK SENIOR DIRECTOR OF MARKETING AND COMMUNICATIONS JOB DESCRIPTION EOE

Position Title: Senior Director of Marketing and Communications

Work Schedule: Full-time; some evenings/weekends required

Status: Full-Time, Exempt

Salary Range: \$60,000-\$70,000

Reports to: Chief Financial Officer/Chief Operating Officer

Direct Reports: Graphic Designer

Position Summary

The Tucson Museum of Art and Historic Block (TMA) is seeking a dynamic, creative, and strategic **Senior Director of Marketing and Communications** to lead the institution's marketing, public relations, and brand strategy. The Director is responsible for shaping and advancing the museum's public presence, engaging diverse audiences, and supporting revenue generation across admissions, membership, fundraising, public programs, and retail while ensuring consistent messaging and a strong voice for the museum.

Key Responsibilities

Strategic Marketing and Brand Stewardship

- In partnership with the CFO/COO and in convergent practice with program, curatorial, and fundraising teams - develop, implement, and evaluate a marketing and communications strategy that elevates TMA's visibility, reputation, and relevance.
- Serve as the museum's brand steward, ensuring consistency and quality across all channels.
- Collaborate with leadership on audience development, community engagement, and institutional priorities.
- Create targeted campaigns that drive attendance, membership, and philanthropic support.
- When directed, collaborate with external partners to guide and execute rebranding efforts and the creation of a new style guide to strengthen TMA's identity and public presence.

Marketing & Communications

- Lead the creation of print, digital, and multimedia content including advertising, calendars, press releases, social media, email campaigns, and website content.
- Oversee design, production, and distribution of all promotional materials.
- Work in concert with the Chief of Advancement to produce cases for support and other fundraising documents.
- Serve as the primary media contact for the museum; build and maintain strong relationships with local, regional, and national press and influencers.
- Lead crisis communications strategy and execution, managing sensitive material with discretion and positioning the museum ahead of the narrative.

Digital and Print Marketing

- Manage development of printed marketing materials including signage, banners, brochures, ads, and event collateral.
- Supervise the Graphic Designer, provide creative direction, clear deadlines, and prioritize tasks.



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- Direct the museum's digital strategy, including website, social media platforms, and email marketing, with a focus on audience growth and engagement.
- Monitor analytics to measure effectiveness and refine strategies.
- Partner with Advancement, Education, Curatorial, and Visitor Services teams to market exhibitions, programs, fundraising campaigns, and special events.

Management & Administration

- Supervise and mentor marketing and communications staff, interns, and contractors.
- Manage departmental budget and vendor relationships.
- Ensure timely execution of projects and campaigns.

Qualifications

- Bachelor's degree in marketing, communications, public relations, or a related field required; advanced degree preferred.
- Minimum 5–7 years of progressively responsible experience in marketing/communications, preferably in arts, culture, or nonprofit sectors.
- Proven success in brand management, media relations, and integrated marketing campaigns.
- Demonstrated knowledge and ability in digital marketing, analytics, and content management systems.
- Creative, collaborative, and audience-focused, with strong writing, editing, and storytelling skills.
- Skilled at balancing strategy with hands-on execution.
- Able to demonstrate flexibility and problem-solving skills by pivoting strategies and taking on evolving priorities as needed.
- Able to thrive in a fast-paced, team-oriented, mission-driven environment.
- Commitment to diversity, equity, accessibility, and inclusion in all communications.
- Bilingual (English/Spanish) strongly preferred.

Application Materials:

- Cover letter outlining your interest in the position
- Resume or curriculum vitae

To Apply, send application materials to: jobs@tucsonmuseumofart.org

ABOUT THE TUCSON MUSEUM OF ART

At the Tucson Museum of Art, we actively seek to employ a diverse group of people who embody, promote, and uphold our organizational values and Inclusion, Diversity, Equity and Access (IDEA) Plan. We welcome and encourage individuals of all backgrounds to apply. The IDEA Plan's principles of relevancy, community, respect and multivocality are at the heart of the museum's collection, exhibitions, programs, Board of Trustees, staff and volunteer groups.

Located in downtown Tucson, the Tucson Museum of Art and Historic Block connects art to life through meaningful and engaging experiences that inspire discovery, spark creativity, and promote cultural understanding. A core value of the museum's Strategic Plan is to ensure a culture of inclusion, diversity, equity and access. As a responsive, community-centered museum, we strive to represent, activate, and advocate for all Southern Arizona communities.