



Position Search & Description

Marketing & Community Partnerships Director

The Canton Museum of Art has an exciting opportunity for a **Marketing & Community Partnerships Director**. CMA seeks a creative, visionary marketing professional to lead strategy, content creation, and implementation of marketing campaigns across traditional, social, digital, and email media channels, as well as to develop and maintain strategic community partnerships to elevate CMA's visibility, support, attendance, cultural tourism, and community impact.

The ideal candidate will be well-versed in traditional and digital marketing, strategic partnerships, communications strategies, graphics development, and project management — and will thrive in a fast-paced environment and be passionate about creating marketing content and strategies that connect the community to CMA's mission, vision, and values.

Detail:

CMA's **Marketing & Community Partnerships Director** will develop, implement, and manage all marketing and community partnerships in support of the Museum's mission to be the place "where art meets life" – providing opportunities for everyone to discover, explore, learn, and be inspired through a connection with American art.

The Marketing & Community Partnerships Director will be responsible for content creation, design, and integrated communications across Museum publications, advertising, website, and social media channels for the Museum's exhibitions, education programs, special events, membership, Museum Shop, and fundraisers to elevate the CMA's visibility, support, attendance, cultural tourism, and community impact.

The Marketing & Community Partnerships Director is also responsible for developing and maintaining collaborative relationships with local and regional arts organizations and community partners to create joint-events and marketing opportunities that generate greater tourism and community participation.

Essential Functions:

- Collaborate with staff across Curatorial, Education, Development, Operations, and Finance departments to create and implement marketing campaigns for Museum programs and initiatives
- Create content, plan, and design printed materials and online communications.
- Craft all advertising and press release copy to ensure clear, consistent messaging and branding.
- Execute media buys in the support of marketing initiatives and goals to increase attendance.
- Lead the Museum in growing memberships through membership promotions and events.
- Manage and implement content for CMA's social media channels, E-news, and public e-blasts.
- Develop, deliver, maintain, and update CMA's website to provide an engaging visitor experience by creating content, leading design changes, tracking engagement, and more.
- Respond to customer inquiries and reviews across online platforms (Facebook, Instagram, etc.).
- Collaborate with Development for fundraising campaigns and marketing grants.
- Collaborate with CMA affiliate groups to create marketing that increases their visibility.
- Collaborate and assist with fundraisers and special events, including logistics and staffing events.
- Ensure multiple projects are executed on time, on budget, and effectively meet goals.
- Prepare and manage the Museum's annual marketing budget with the Director.
- Cultivate and maintain media and community partner relationships for promotion of programs.
- Represent the Museum at local, state, and federal arts advocacy events, as needed.
- Recruit and supervise interns from local universities to assist with the marketing functions.
- Follow established CMA and museum industry standards including:
 - Maintaining CMA's branding and graphic identity and style.
 - Following updates in web and multimedia design and digital design tools and techniques.

- Observing legal copyright requirements for graphics, artworks, copy citations, etc.

Qualifications, Abilities & Desired Skills:

- Degree in Marketing, Communications, Advertising, Design, Public Relations, or related field and/or 5+ years of equivalent training and experience. Experience in arts marketing a plus.
- Proficiency with Adobe Creative Suite; Microsoft Outlook, Word, Excel; Social media tools and platforms; and working with web content management systems.
- Demonstrated proficiency in digital marketing, social media, analytics, graphic design, print production, and organic/paid search via Google Ads/Google Grant.
- Creative and visionary with excellent communication skills — graphic, written, and verbal.
- Excellent project management, problem-solving, and decision-making skills.
- Excellent interpersonal skills; Must work easily with a diverse staff, board, and audiences.
- Skilled at developing relationships with strategic partners.
- Budget development and monitoring experience.
- Ability to work a flexible schedule — including some evenings and weekends.
- A passion for art, arts, and advancing the CMA mission for dynamic exhibits and programming.

Compensation / Benefits:

- This is a full-time/exempt, salaried position, commensurate with experience. We strive to provide a competitive salary, considering factors such as comparable local and regional market data, candidate qualifications, and CMA budget constraints.
- Benefits: medical, prescription, 403b retirement plan, Museum discounts, and more.
- Generous Vacation, paid holidays, personal days, sick days
- Flexibility in work environment – Hybrid: in-office (3 days), work-from-home (2 days)
- Employment is At-Will

Travel, Working Conditions, Physical Requirements and Environment include:

- Working Conditions: Work is primarily inside Museum office, galleries, and general spaces. Work is occasionally performed at other indoor and outdoor sites.
- Office Work: Perform job duties at a workstation and/or a computer screen for majority of the workday. General movement in duties, including using phones, computers, and daily operations. Occasional extended periods of standing may be required when assisting at Museum events.
- Vision: Perform close work updating files, reading program information, and using computer.
- Lifting / Moving: Ability to lift and carry up to 5 lbs. of paperwork, files, and materials; occasionally lift / move up to 20 lbs. for assisting with event set-ups or in general in-office moving of materials.
- Travel: Moderate local day travel for meetings or events, up to 10% per week

About the Canton Museum of Art:

The Canton Museum of Art is recognized for powerful original exhibitions and national touring exhibitions focused on American art – and making the discovery and exploration of art accessible to all. The Museum's education outreach programs, classes, and workshops serve thousands of students of all ages. CMA's collection focuses on American works on paper, primarily watercolors, and contemporary ceramics. Founded in 1935, CMA is one of three museums in Stark County accredited by the American Alliance of Museums and serves more than 45,000 visitors each year. Visit cantonart.org to learn more.

The Canton Museum of Art is an Equal Opportunity Employer and does not discriminate in the hiring of personnel on the basis of race, creed, color, religion, national or ethnic origin, gender, age, sexual orientation, marital status, disability, or any other protected status as provided by law. We welcome and encourage all applicants. CMA is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging. Our goal is for our team and culture to reflect the community.