

**THE JEWISH MUSEUM
JOB DESCRIPTION**

DATE: October 2009

DEPARTMENT: Marketing and Communications

TITLE: **Direct Marketing Coordinator**

SCHEDULE: Part time (50%) – 17 ½ hours

REPORTS TO: Senior Manager – Creative Services

FLSA STATUS: Non-Exempt

The Direct Marketing Coordinator works with the Senior Manager, Creative Services to plan and implement the Museum's promotional direct mail campaigns and is responsible for mailing list organization and managing the distribution details of mailings. He/she assists in producing engaging print materials that enhance the institution's image as a museum of art and culture while advancing core objectives. Many of the duties assigned to this position cross museum departments and divisions. Work involves full participation in the efforts of the Marketing and Communications Department to increase the number of walk-in, adult and school group, and program visitors to the Museum.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position reports to the Senior Manager, Creative Services. Responsibilities include but are not limited to:

- Work with the Senior Manager-Creative Services to plan implementation of the Museum's promotional direct marketing program in accordance with overall marketing strategy.
- Manage distribution details of direct mail publications: mailings and lists (list development, selection, and evaluation). Responsible for management of in-house mailing lists, external list acquisition, overseeing all details of mailings of promotional and information publications, and serving as key contact with mailing house.
- Implement an inventory of all the Museum's mailing lists and update periodically, as determined.
- Research and identify target audiences for each direct mail campaign.
- Proofread and fact check all publications to ensure quality control, accuracy of text, proper crediting and image captioning. Review color proofs. Adhere to production schedules, deadlines, and project budgets.
- Draft production schedules to be approved by Senior Manager, Creative Services

- Work with the Senior Manager, Creative Services to choose images and develop appealing copy for print promotional and informational materials for different

constituencies: 30 museum publications ranging from direct mail brochures, postcards, fliers or invitations to the members' newsletter and biennial report.

- Help manage transition of publications from print to web and mailing lists from postal to electronic.
- Coordinate production details and interact with outside designers and printers as needed.
- Clean internal mailing lists by sorting through return mail.
- Develop and maintain productive and cordial relationships with staff at all levels throughout the Museum.
- Ensure branding consistency, adherence to key message points and "less is more" approach. In collaboration with the Director of Communications and Senior Manager, Creative Services, help devise and coordinate key concepts and message points for publications.
- In collaboration with the Senior Manager, Creative Services, process invoices and track expenses.
- Analyze effectiveness of direct mail program. Institute systematic collection of email and postal addresses from Museum visitors and monitor industry trends.
- As assigned, support marketing efforts.

QUALIFICATIONS

- A team player with a Bachelor's degree required (e.g. in Marketing, Communications, Advertising or Publishing).
- Minimum of three years of relevant experience in direct marketing, direct mail and list management for a non-profit cultural organization preferred.
- Versatile written and verbal communication skills including proofreading useful.
- Ability to manage multiple, multifaceted projects with tight deadlines.
- Strong interpersonal skills with an ability to negotiate successfully as well as demonstrate flexibility in responding to both internal client, external vendor and Museum constituent needs.
- Knowledge of and interest in art history and Jewish culture preferred.
- Outstanding computer skills including experience with Microsoft Office software suite, and database software such as VISTA and PatronMail.

Send Resume with Cover Letter To:

Director Human Resources

The Jewish Museum

1109 Fifth Avenue

New York, NY 10128

Email: Jobs@TheJM.org

Fax: 212-423-3232

The Jewish Museum is an Equal Opportunity Employer