

## **The Menil Collection Employment Opportunity**

**Title:** *Marketing Manager*

**Department:** External Affairs / Communications

**Reports to:** Assistant Director of Communications

**Status:** Full-time; exempt from overtime

### **General Responsibilities**

The Marketing Manager is responsible for the Menil's social media and email marketing strategy. The position collaborates with numerous departments to create content, managing the process from start to finish. A successful candidate actively contributes to developing new ideas and creating polished deliverables.

### **Specific Duties**

1. Develop comprehensive social media and email marketing plans. Execute strategies to grow reach and engagement across all touchpoints using organic and paid tactics.
2. Responsible for the daily maintenance and execution of social media, which includes creating a detailed monthly calendar of posts and collaborating across departments. Monitor and manage all channels and oversee social media on weekends and holidays during museum operating hours. Repost visitor-generated content and respond to messages.
3. Design collateral for social media and email as needed, working closely with Graphic Designer.
4. Track social media and art world trends, adjusting or creating new content accordingly. The Marketing Manager is expected to know the latest features, innovations, and advancements in digital marketing that will enhance communication, reach, and engagement.
5. Quickly recognize and react to real-time trends and current events. Assisting with crisis management and leveraging conversations in real-time for content opportunities.
6. Manage Google, TripAdvisor, and Yelp profiles, including posting holiday hours, ensuring accurate and up-to-date information for art buildings and the bookstore.
7. Oversee paid advertising on social media channels and Google.
8. Build relationships and manage partnerships with social media influencers.
9. Manage email communications through MailChimp. Draft and schedule newsletters, manage lists, and adjust content to optimize email open-rate and content performance.
10. Create and execute plans for promotional video and photography. Oversee logistics of both film and photo shoots, serving as the primary liaison with contractors and managing the internal review and approval process.
11. Upload video content to the Menil's YouTube channel and webpages.
12. Post events and programs to the Menil's website.
13. Responsible for other duties as assigned.

### **Qualifications**

1. Bachelor's degree in a subject relevant to this role is required.

2. 2–4 + years of marketing or public relations experience. Compensation based on experience.
3. Superior writing, editing, and storytelling skills are essential.
4. Skilled at photography, ability to shoot and edit in real-time.
5. Video production experience desired.
6. Proficient in Adobe Suite and Microsoft Office.
7. General knowledge of art history is preferred.
8. Graphic design experience preferred.
9. Must be a team player, able to work within tight deadlines on multiple projects in a fast-paced environment.
10. Ability to prioritize and work independently.
11. Availability to work a flexible schedule occasionally, including long hours, evenings, and weekends to cover Menil programs and events.
12. Excellent organizational skills.

### **Benefits**

The position comes with a comprehensive benefits package that includes paid vacation and sick time, medical and dental insurance, life insurance, AD&D, and LTD coverage. Employees may also participate in the Menil's 401(k) plan and receive an employer contribution equivalent to 5% of wages earned after one year on the job.

### **How to Apply**

For immediate consideration, please email your resume and cover letter to [hr@menil.org](mailto:hr@menil.org)  
You also have the option of forwarding your application materials via postal mail to:

Human Resources Department  
The Menil Collection  
1511 Branard Street  
Houston, Texas 77006

The Menil Collection is an Equal Opportunity Employer and seeks diversity in its workforce. The Menil is committed to attracting, retaining, developing, and promoting the most qualified employees without regard to race, color, religion, sex, age, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.