

Marketing Director

Anderson Cabot Center for Ocean Life at New England Aquarium

The New England Aquarium's Anderson Cabot Center for Ocean Life is seeking an extraordinary Marketing Director who will be responsible for developing, implementing and executing a strategic and innovative marketing and communications plan for the Anderson Cabot Center, a dynamic new research and conservation organization that leverages the nearly 50 year history of the New England Aquarium's conservation achievements. This is a unique opportunity to establish the brand for the Anderson Cabot Center, collaborating directly with the scientists and researchers at the Center while working with the shared resources of the Aquarium's established marketing and communications team. This position reports to the Aquarium's VP, Marketing and Communications and collaborates closely with the VP of the Anderson Cabot Center.

ESSENTIAL FUNCTIONS

1. Develop and execute a strategic marketing and communications plan that incorporates and ensures achievement of the key goals and objectives for the Anderson Cabot Center.
2. Develop, implement and promote the Anderson Cabot Center as a globally respected, philanthropic brand that leverages the nearly 50-year research and conservation history of the New England Aquarium.
3. Working closely and collaboratively with Center staff and other Aquarium departments to create development/fundraising materials, marketing initiatives, educational and promotional opportunities and build partnerships, both internally and externally to support the Anderson Cabot Center.
4. Works with Aquarium marketing colleagues to cross promote and integrate the Anderson Cabot Center and Aquarium initiatives, increasing visibility and impact among various constituencies.
5. Develops the strategy and manages the execution of in-house creative from conception to deployment.
6. Envisions, executes and guides social media and media relations efforts for the Anderson Cabot Center.
7. Strategic oversight of the Anderson Cabot Center website and social media content and updates.

QUALIFICATIONS

Minimum Training and Experience

Requires BA/BS degree with 8+ years of marketing/advertising experience in related marine science, environment/conservation fields or other relevant profit or non-profit experience.

- Demonstrable experience designing and implementing successful marketing campaigns.
- Played an integral role in successfully building a mission-based brand
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions
- Experienced manager with strong management, writing, organizational, analytical and presentation skills.
- Proven history of creating compelling marketing communications.
- Consensus building team player able to work with a diverse group of colleagues

Knowledge, Skills and Abilities

Candidates must possess proven background in strategic planning and execution. The position requires superior interpersonal, communications, organization, time management, and teamwork skills. Candidates must be able to partner with multiple stakeholders and prioritize accordingly, as well as be passionate and knowledgeable about the Aquarium's mission to Protect the Blue Planet and the Anderson Cabot Center's commitment to achieve Marine Conservation Solutions.

For more information and to apply online please visit: <http://neaq.applicantpro.com/jobs/>