



AIR FORCE MUSEUM FOUNDATION, INC.

DIRECTOR, MARKETING AND COMMUNICATION POSITION OPENING

The Air Force Museum Foundation, Inc. seeks a full-time Director, Marketing and Communication.

Introduction

The Air Force Museum Foundation (AFMF) is a 501c3 corporation that raises philanthropic support to assist in the development and expansion of the facilities of the National Museum of the U.S. Air Force™ (NMUSAF), and provides annual funding to the Museum for special projects, exhibits, museum programs and special events, volunteer support, and promotional efforts. The NMUSAF is the world's oldest and largest military aviation museum. The main museum complex, comprised of 1,000,000 square feet under roof, is open to the public.

The AFMF was founded in 1960. The AFMF mission is to raise funds and awareness in support of the National Museum of the United States Air Force mission. To date the AFMF has raised philanthropic support from donors to fund 94% of all capital construction costs for the main museum complex.

Position Description

The Director of Marketing and Communication is an important position for the Air Force Museum Foundation (AFMF). Reporting to the Chief Executive Officer, this position is responsible for the Foundation's overall marketing and communication planning and strategies; including implementing, managing, and analyzing comprehensive integrated marketing and communications programs across all media platforms that support AFMF goals. This position maintains working relationships with the National Museum of the United States Air Force (NMUSAF) and provides leadership in strategic messaging and enhancing AFMF and NMUSAF brand visibility. This position is supervisory, full-time, salaried, exempt.

Key Responsibilities

- Work collaboratively to create and implement a communications and marketing standard and strategy for the Foundation and institutional awareness initiatives to amplify the Foundation's mission, purposes, and goals effectively to a broad range of audiences and constituencies.
- Develop and implement all established standards, including branding, direct marketing initiatives, and the development of print and electronic materials to support institutional and program strategies.





AIR FORCE MUSEUM FOUNDATION, INC.

- Provide knowledge of marketing and communications principles and creating strategies to enhance and support the Foundation's strategic plan; exhibition marketing and advertising campaigns; and the development of awareness and promotional materials for all programs, including fundraising, earned income, food and beverage, retail, and special events.
- Develop and oversee comprehensive initiatives designed to interpret the Foundation to its local, regional, and national publics; increasing and maintaining the Foundation's visibility with visitors, potential and current donors; and promoting the programs, activities, and policies of the Foundation. This position works closely with its team and the National Museum of the United States Air Force to create campaigns and visually communicate project goals both internally and externally.
- Write effective, creative, and professional copy for various publications and media including print, digital, radio, and TV advertising, marketing collateral and signage, press releases, social media, and email marketing.
- Provide assessment and evaluation of marketing and communications efforts and programs to senior management, various boards, foundation partners, and all staff as requested.
- Establish goals and metrics with the Foundation Leadership and stakeholders; this includes developing and overseeing market research and tracking of sales and point of entry data from revenue and digital sources.
- Collaborate with internal and external colleagues and partners to identify project, exhibition, and event goals, target demographics, and sales goals.
- Maintain a high, consistent image and branding while addressing/maximizing specific needs and/or contractual agreements for exhibition, events, and program ticket sales through strategic and tactical marketing plans.
- Direct advertising, design, and production needs for the Foundation, including the development and design of print advertising, logo development, collateral design, display, packaging, and website.
- Execution of media relations and communications aimed at influencing a diverse and inclusive range of audience members and stakeholders.
- Oversee all editorial, creative, and design of the Foundation's Friends Journal, and all Foundation signage, gallery guides, donor materials, and marketing collateral.
- Collaborate with the Chief Development Officer on sourcing, structuring, negotiating, and closing media partnership agreements; satisfying sponsor agreements in advertising, website, and promotional elements; supporting fundraising goals; and other communications needs on special projects.





AIR FORCE MUSEUM FOUNDATION, INC.

- Supervise all aspects of the Foundation website, including but not limited to daily updates, events calendar, sponsor integration, interactive elements, and a forthcoming accessibility audit and overall redesign and upgrade.
- Direct budgeting and financial activities of the Marketing and Communication office.
- Provide direction to the team as they carry out tasks for projects, ensuring all deliverables are met; encourage strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner.

Requirements

Knowledge, Skills and Abilities / Competencies

- Proven marketing and communications experience.
- Proven leadership and managerial experience.
- Proven budgeting and project management experience.
- Highly data driven and analytical; knowledge of CRM/customer retention programs a plus
- Proven knowledge of digital marketing and communications.
- Proven experience with Ad management platforms and detailed reporting against engagement metrics
- Excellent professional-level writing and verbal communications skills
- Knowledge of and experience using social media
- Ability to attend and support museum special programs, projects, and events, including occasional evening and weekend hours, and occasional travel.

Management Preferences

- Management with a museum or related not-for profit or institution and awareness of not-for profit operations and industry practices.
- High-level writing and editing abilities.
- Proven ability to be flexible and creative.
- Proven ability to prioritize work and meet deadlines in a fast-paced environment.
- Proven ability to provide clear, succinct, and positive verbal communication.
- Proven ability to build and maintain collaborative relationships with staff, boards, etc.
- Proven ability to deal tactfully with a variety of stakeholders including the public.

Minimum Education and Experience Requirements

- Bachelor's degree in marketing, communications, public relations, media, journalism, or related field from an appropriately accredited institution and a minimum five years of related experience; or an equivalent combination of education and experience.





AIR FORCE MUSEUM FOUNDATION, INC.

Compensation

- **Salary Range:** \$90,000-\$100,000
- **Benefits:** Health Insurance, Dental Insurance, Vision Insurance, Short-term Disability Insurance, Life Insurance, Employee Assistance Program, Paid Time Off (PTO) Leave, Paid federal holidays, 401K Plan with employer match of 100% up to 5% of employee salary.

Other Significant Facts

- The Air Force Museum Foundation performs background checks on 100% of its employees prior to hiring. Candidate must be willing to submit to a background check, as a condition of employment.
- The Air Force Museum Foundation requires that all employees provide COVID-19 vaccine verification/or have an AFMF approved medical or religious accommodation, as a condition of employment.
- The Air Force Museum Foundation is open seven days a week. Incumbent must be able to work to meet those needs. Incumbent's acceptance of employment carries with it a commitment to work as directed and/or scheduled by the Air Force Museum Foundation. Excessive requests for deviation to such work schedules and reporting for work after scheduled times may not meet the requirement for continued employment. Evening and weekend hours may be required to support special activities.
- The Air Force Museum Foundation provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, 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. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.
- This is a non-DoD position with a private organization and does not require military service (including commission and enlistment).

AFMF Vision:

Honoring every Airmen's story with a permanent home to inspire future generations.

AFMF Mission:

Raise funds and awareness to support the National Museum of the U.S. Air Force mission.





AIR FORCE MUSEUM FOUNDATION, INC.

AFMF Core Values:

Candidate must agree to adhere to the Air Force Museum Foundation's Core Values:

Passion – Performing our roles with purpose, pride, and a positive attitude

Integrity – Accepting responsibility for our actions by making business decisions through experience and good judgment

Accountability – Dedicated to achieving positive results; owning and learning from our successes and failures

Respect – Committed to an inclusive and collaborative work environment

Contact Us:

To apply for this position, please email Ms. Sarah Shatzkin at [hiring@afmuseum.com](mailto: hiring@afmuseum.com) with your resume, cover letter, and references.

