



Communications and Marketing Director

Employment Category: Full-time/Salaried (40 hours per week – occasional evenings and weekends)

Salary Range: \$80,000-90,000

Benefits: Competitive benefits package including 100% employer-paid premiums for health/dental/life, 401K, PTO, and flexible work options.

Supervisor: President/CEO

Location: 723 Second Street, Annapolis, MD 21403

Website: amaritime.org

About the Museum:

The Annapolis Maritime Museum & Park (AMM) is a vital community resource serving Anne Arundel County and beyond. Through engaging hands-on programs, exhibits, and community events, AMM educates people of all ages about the rich maritime heritage of Annapolis and the ecology of Chesapeake Bay. The Museum operates two campuses on Back Creek and the historic skipjack *Wilma Lee*.

A volunteer board of fifteen distinguished community leaders and a dedicated professional staff guide the Museum's operations and long-term strategy. AMM is supported by 250 volunteers who contribute to various aspects of its mission. As a 501(c)(3) nonprofit, AMM is proud of its role as a cultural and educational hub.

AMM's Education Center hosts core programs, field trips, afterschool activities, family events, and a summer camp, serving over 12,000 students annually. The Museum also offers year-round events such as the Boatyard Beach Bash, Oyster Roast & Sock Burning, Tides & Tunes Summer Concerts, and Winter Lecture Series while serving as a civic and community gatherings venue.

Overview and Job Summary:

AMM is seeking a Communications and Marketing Director to advance the Museum's marketing and communications objectives. This position is responsible for communicating AMM's impact across a wide range of audiences using earned and paid media, including managing the website, social media platforms, and marketing materials. The Communications and Marketing Director will develop and implement strategies to promote museum initiatives, including increasing visitation, supporting education programs, promoting skipjack tours, driving venue rentals, marketing special events, and enhancing overall brand awareness.

Essential Duties and Responsibilities:

- Develops and executes a results-driven, multi-platform communications and marketing plan in line with AMM's overall strategic plan.
- Lead a marketing and outreach strategy to increase our visibility and connect new audiences to our mission, products, and services which include:
- Education programs, Museum visitation, Skipjack Wilma Lee patronage, Archives & Library, Special Events, Venue, and overall awareness of AMM and its mission.
- Oversee brand management efforts, ensuring consistent messaging and positioning across all channels and touchpoints.
- Creates and manages content for all communications channels and marketing materials in line with brand direction. Identifies opportunities for diverse audiences and traffic growth across all social platforms.
- Monitors industry issues and competitive landscape to adjust positioning and messaging as required.

- Keep website content fresh, accurate, and relevant, maximizing SEO.
- Explore content collaboration with trusted brands, influencers, and community leaders.
- Assist with surveys, evaluations, and other community listening tactics.
- Develop and execute AMM's email newsletters and other communication.
- Works directly with the agencies and/or designers on creative and graphics.
- Forges and maximizes media and organization partnerships.
- Coordinates execution of project plans and deadlines to achieve all marketing objectives on time and within established budgets.
- Provides quality control on final products/materials and messaging.
- Collaborate with graphic designers to develop high-quality communications materials.
- Lead an earned media strategy that generates positive, year-round coverage and is achievable with current resources. Regularly evaluate the efficacy of our media relations efforts.
- Nurture good rapport with journalists, editors, and influencers to enhance the organization's position as a go-to resource Maritime history and Bay ecology.
- Proactively pitch story ideas, and craft compelling press materials.
- Support media briefings and press events to optimize key announcements and achievements.

Skills and Qualifications:

- A minimum of 5 years' experience in a senior marketing role with a proven track record of leading successful marketing strategies that drive organizational growth.
- Strategic thinker with a deep understanding of brand management, digital marketing, and integrated marketing communications.
- Excellent communication and presentation skills, with the ability to influence and inspire internal and external stakeholders.
- Strong analytical skills with a focus on data-driven decision-making and performance optimization.
- Experience managing marketing budgets and delivering measurable ROI on marketing investments.
- Exceptional writing and communication skills.
- A bachelor's degree in marketing, business, or a related field is highly desirable.
- Proficient with MS Office products (Word, PowerPoint, and Excel) and Adobe Creative Suite including Adobe Spark or Canva.
- Proficient in using web content management, analytics, and dashboard tools (e.g., WordPress, Google Analytics).

To Apply:

Email cover letter and resume to Mary Ostrye; mostrye@amaritime.org