



## Marketing and Development Manager Harwood Museum of Art of the University of New Mexico

08.20.2024

**Position:** Marketing and Development Manager

**Job Location:** Taos, New Mexico

**Applications Due:** September 30, 2024 11:59pm MST

**Salary Range:** \$45,000 - \$55,000 DOE annual salary + 44% [generous benefits](#) including retirement, health and holiday.

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**UNM Title:** N7066 / [Mktg & Devt Mgr, Harwood Museum](#)

**UNM Position Grade:** 12

**FLSA:** Exempt / Full-time

**Reports to:** Executive Director, Harwood Museum of Art

**UNM Job Requisition #:** req30576

The [Harwood Museum of Art of the University of New Mexico](#) based off-campus in Taos, New Mexico, seeks a dynamic Marketing and Development Manager. This key staff member plans, implements, and coordinates marketing, fundraising, and targeted development programs and initiatives designed to effectively engage a wide range of audiences to build physical and digital engagement and attendance, as well as to grow membership and philanthropy, thereby increasing earned and contributed revenue needed to support the growth and development of the museum.

The Marketing and Development Manager coordinates with the Executive Director and UNM Foundation Major Gifts Development Officer to plan and implement diversified donor-centric fundraising plans to ensure meeting short and long-range fundraising goals for the museum. This position will lead cross-departmental collaboration and support team members in identifying, soliciting, grant writing, securing, and stewarding contributed income from membership, grants, sponsorship, and individuals. This position will oversee donor relations, donor events, volunteers, membership, and grants management.

To ensure ongoing engagement of new audiences, this position will be responsible for developing comprehensive and strategic communications and marketing plans that provide effective public awareness and audience engagement across printed materials, digital platforms, public relations, and community events. This position is responsible for providing compelling, grammatically correct, writing for a range of communication channels, as well as coordinating the content development with a cross-departmental team and coordinating the creation of print materials with external vendors. This position will supervise the Marketing Coordinator and Administrative Assistant in implementing the museum's communication and audience engagement initiatives.

## Harwood Museum of Art

Founded in 1923, the Harwood Museum of Art is the second oldest museum in New Mexico. It has been part of the University of New Mexico (UNM) since 1935 but is located in the longstanding art community of Taos, New Mexico, and serves the community and its visitors as well as UNM. Harwood Museum of Art celebrates Taos' artistic legacy, cultivates connections through art, and inspires a creative future. The Harwood Museum of Art is an American Alliance of Museums Accredited museum.

Spanning the 19<sup>th</sup> Century to present, the museum's 6,500 object collection documents the community's rich multicultural heritage and Taos' role in the development of seminal American art. The Harwood Museum has nine exhibition galleries, four of which are dedicated to changing exhibitions that reinforce the museum's mission. The permanent collection galleries focus on the key art influences relevant to Taos and northern New Mexico, featuring Hispano Traditional arts, Taos Society of Artists, Taos Moderns, and Contemporary. Among its most noteworthy collections are a permanent installation of seven works by Agnes Martin (1912–2004) and *Death Shrine* by Ken Price (1935–2012). The Harwood is a cultural leader in the community and the state, and the educational programs are developed collaboratively with local schools and the community.

## Duties and Responsibilities

- Develops organizational promotional campaigns, including exhibits, programs, store products, fundraising, and other Harwood communications. Researches and identifies target markets for the same.
- With Development Officer, strategizes and coordinates overall fundraising campaigns and development efforts.
- Leads and coordinates development campaigns for non-major donors and associated stewardship activities including planning, implementation, and management of campaigns and direct or indirect donor interactions.
- Maintains donor records and provides financial stewardship, liaison, and reporting to donors; coordinates and facilitates communications with and activities of the Museum's donor advisory board.
- Researches, writes, prepares, and/or edits grants including proposals, interim reports, and close out documents and any related qualitative and/or quantitative data.
- Creates and distributes regular communications to local, regional, and national press; maintains updated press list.
- Oversees cross-departmental promotional and informational materials, to include printed materials such as press releases, ads, brochures, and flyers and electronic materials such as website and social media posts. Negotiates directly with vendors regarding media cost, placement, and production scheduling.
- Represents and promotes interests of the Harwood Museum at business and community meetings and events, either on-site or at regional and/or national venues, as appropriate.
- Monitors and evaluates program effectiveness; produces periodic evaluation reports and prepares proposals for program enhancements and new initiatives.
- Supervises and trains staff and/or volunteers engaged in support activities, as appropriate.
- Performs miscellaneous job-related duties as assigned.

## Minimum Job Requirements

- Bachelor's degree; at least 3 years of experience directly related to the duties and responsibilities specified.
- Completed degree(s) from an accredited institution that are above the minimum education requirement may be substituted for experience on a year for year basis.
- Knowledge, Skills and Abilities Required
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Strong customer service orientation.
- Advanced writing and editing skills.
- Ability to use independent judgment and to manage and impart confidential information.
- Knowledge of fundraising and development principles, methods, and techniques.
- Ability to develop and produce grants and other proposals.
- Ability to identify and secure alternative funding through grants and other revenue sources.
- Demonstrated ability to integrate marketing principles, strategies, and techniques into web design and development.
- Ability to plan, coordinate and effectively implement special events and donor relations activities.
- Knowledge of communication principles, media, and public relations techniques.
- Effective public speaking and media presentation skills.
- Skill in organizing resources and establishing priorities.
- Skill in the use of personal computers and related software applications.
- Ability to gather data, compile information, and prepare reports.
- Records maintenance skills.

## Working Conditions and Physical Effort

- No or very limited physical effort required.
- No or very limited exposure to physical risk.
- Work is normally performed in a typical interior/office work environment.

All applications must be submitted via [UNM Jobs](#).