

AQUARIUM MARKETING AND DIGITAL STRATEGIST

JOB SUMMARY: The Aquarium Marketing and Digital Strategist is responsible for ongoing/daily marketing project management and coordinating the execution of the Aquarium's integrated marketing initiatives, campaigns and special events. This position will spearhead the creative development, execution, analysis and results tracking for social media and advertising campaigns as well as email campaigns. This position will have direct oversight of all public relations initiatives, internal and external marketing campaigns and the communication needs for the Aquarium. This position will work collaboratively to consistently leverage the Aquarium's brand across all marketing initiatives to support both short and long-term goals related to the Aquarium's mission and strategic plan. The Marketing and Digital Strategist is a full-time position and reports to the Chief Operating Officer.

MAJOR RESPONSIBILITIES/ACTIVITIES:

- Implement activities geared toward digital marketing and utilize Salesforce Marketing Cloud software.
- Assist in the development of annual marketing and communications plans and associated budgets.
- Write media releases, articles, and content for marketing distribution.
- Write and manage social media channels and website content. Respond to posts or comments to bring value to user's interactions with the Oklahoma Aquarium. Post updates, news, and announcements in a timely manner using appropriate content.
- Perform research to find articles, stories, resources, or other content that is relevant to our support base and posts it to our website and/or social media pages in a manner that invites conversation and interaction.
- Direct oversight and management of Aquarium staff dedicated to marketing, branding and membership.
- Ongoing project management of campaign programs, branding and public relations.
- Oversight of production of print and digital advertisements, sales sheets, member materials, website graphics and social media graphics adhering to brand guidelines.
- Grow the Oklahoma Aquarium's online digital/social networks by increasing support base and interactions.
- Maintain the Oklahoma Aquarium Facebook, Instagram, TikTok and website pages.
- Responsibility for integrated marketing communications (offline and online; paid, owned and earned media)
- Responsibility for final proofing of marketing, advertising and PR materials for accuracy and consistency.
- Oversight of all social media accounts for both organic and paid campaigns; continually monitoring social media strategy to best accomplish Aquarium goals.
- Development and implementation of dashboard reports, project status reports and timelines.
- Design, implement and maintain budgets.
- Represent the Aquarium on other boards, committees and/or associations.
- Attend conferences and trade shows designed to promote visitor and event opportunities at the Oklahoma Aquarium.
- Prepare and maintain key metrics and reports for marketing efforts, social media, and other projects.
- Ability to enter and maintain information using Altru software for ticketing and scheduling, as well as donor and membership database information.
- Ability to make public appearances/accept speaking engagements to share information about the Aquarium with the surrounding communities.

ADDITIONAL RESPONSIBILITIES/ACTIVITIES:

- Ability to represent the Oklahoma Aquarium on other boards, committees and/or associations.
- Ability to work non-standard days/hours.
- Ability to travel on a limited, as-needed basis – including occasional overnight travel.
- Demonstrate professionalism at all times.
- Excellent interpersonal and written communications skills.
- Exceptional organizational skills.
- Accuracy and precision in handling details.
- Project management and process oriented.

- Ability to handle large work volume, multiple priorities, and ability to meet strict deadlines.
- Ability to work in a fast-paced, professional environment.
- Team oriented.
- Confidence and motivation to work independently to complete daily tasks.
- Dependable and accountable through attendance and adherence to timelines/deadlines.
- Perform other related duties as requested.

MINIMUM AND PREFERRED REQUIREMENTS:

- A minimum of a Bachelors' degree in Marketing, Business Administration, or a closely related field of study is strongly desired.
- Experience utilizing Salesforce Marketing Cloud software is preferred.
- A demonstrated record of successfully managing long-term projects and stewarding major gifts. The ability to manage multiple projects in a dynamic environment with emphasis on consensus-building and experience with process improvement is required.
- Exceptional organizational, communication and interpersonal skills are also a prerequisite.

WORKING ENVIRONMENT

The duties of the Aquarium Marketing and Digital Strategist will be performed in multiple locations, including, but not limited to a climate-controlled office environment, the public and restricted areas of the Jenks Aquarium and/or the offices and venues of vendors, patrons and donors. Work environment is both formal and informal, team oriented, having variable tasks, pace, and pressure.

Physical: Primary functions require sufficient physical ability to work in an office setting and operate office equipment. Continuous sitting and upward and downward flexion of neck; fine finger dexterity; light to moderate finger pressure to manipulate keyboard, equipment controls, and office equipment; pinch grasp to manipulate writing utensils. Frequent side-to-side turning of neck, walking, standing, bending, stooping, pushing/pulling, and twisting at waist. Occasional squatting, kneeling, and reaching above and at shoulder height; moderate grasp to manipulate reference books and manuals. Occasional lifting of up to 15 pounds may be required.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment.

Hearing: Hear in the normal audio range with or without correction.