

## **SNOHOMISH COUNTY JOB DESCRIPTION**

### **MUSEUM DEVELOPMENT/ STRATEGIC MARKETING MANAGER**

Spec No. 1127

#### **BASIC FUNCTION**

To serve as Museum Development and Marketing Manager for the proposed Paine Field National Flight Interpretive Center creating, developing, and coordinating a strategic plan for marketing and communication.

#### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Develops, coordinates and implements National Flight Interpretive Center strategic marketing and communication plan that support and potentially achieves attendance, meeting and gift store revenue projections.
2. Develops partnership concept for marketing and communication plans, operation and management of NFIC.
3. Develops and guides plan to obtain building and education funds for county-owned public portion of NFIC.
4. Develops plan for oversight board for NFIC, including drafting plan and assisting in recruitment of potential members.
5. Coordinates communication of NFIC project development to PFD Board, County Executive & Council, County Prosecuting Attorney, The Boeing Company and Museum of Flight.
6. Oversees the preparation of project plans, schedules, timetables, cost estimates and budgets, as required.
7. Represents the airport at meetings and before community groups.

#### **STATEMENT OF OTHER JOB DUTIES**

8. Performs related duties as required.

#### **MINIMUM QUALIFICATIONS**

Four (4) years experience in non-profit marketing and financial development; OR, local community financial development; OR, any equivalent combination of training and/or experience that provides the required knowledge and abilities. Must pass job related tests.

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#### **SPECIAL REQUIREMENTS**

A valid Washington State Driver's License is required for employment.

#### **KNOWLEDGE AND ABILITIES**

Knowledge of:

- principles, practices, methods and procedures used in non-profit financial development;
- principles and practices marketing;
- principles and practices of program planning, organization and administration;
- principles and practices of office management, records keeping;
- practices and procedures of report writing and administration;
- financial analysis and budgeting for industrial development;

Ability to:

- develop strategic marketing and communication plans;
- prepare program plans and budgets;
- communicate effectively;
- develop and implement partnership for aviation tour center and museum;
- develop community alliances;
- read, understand and interpret architectural drawings;
- establish and maintain effective work relationships with superiors, subordinates, co-workers, employees of other agencies and the public;
- exercise initiative and judgment and make decisions within the scope of assigned authority;
- effectively interview clients, prepare plans, determine courses of action and evaluate progress;
- develop and implement an effective NFIC marketing and development program.

#### **SUPERVISION**

The employee in this class reports to the Deputy Airport Director – Land Development. The work is performed with a high degree of independence and is reviewed through periodic status reports and results obtained. The employee supervises subordinate clerical and office support staff as assigned.

#### **WORKING CONDITIONS**

The majority of the work is performed in an office environment with regular visits to other offices in the local area. Fieldwork and construction site visitation and inspection will be required.

Snohomish County is an Equal Employment Opportunity (EEO) employer. Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

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Class Established: January 2003 as Museum Development Manager

Revised and Retitled: June 2004

EEO Category: 1 – Officials and Administrators

Pay Grade: 110 – Management Exempt Pay Plan

Workers Comp: 5306 Non-Hazardous