

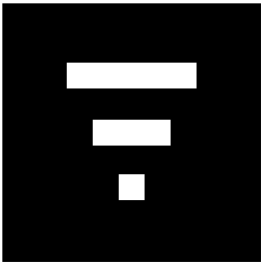
The Museion Foundation. Museum of Modern and Contemporary Art, located in 39100 Bolzano, Piazza Piero Siena 1, is looking for a

## Head of Marketing and Communication

### Main tasks:

The Head of Marketing and Communication develops and implements strategies for Museion's brand management, public relations, digital strategy and museum promotion. The aim is to increase visibility and support the museum's mission for different target groups and stakeholders, taking into account the values of the Museion Foundation. The work is oriented towards diversity, equity, accessibility and inclusion, in order to strengthen the museum as a welcoming, inclusive and leading cultural institution.

- **Strategic planning:** develop, implement and activate a multi-year, integrated marketing and communication strategy that is in line with the museum's mission, objectives and target audience; co-ordinate respective measures with other departments to support the overall objectives of the institution and specific departmental initiatives; create and manage your department's budget to ensure financial security and maximise impact and return on investment.
- **Public relations:** managing the care and maintenance of positive relations with media representatives, influencers and local stakeholders; supervising the creation and distribution of press releases, media advisories and other marketing materials; developing crisis communication strategies.
- **Brand management:** managing and reinforcing the museum's brand identity; ensuring creativity and consistency in the production of text in three languages and across all communication channels; developing, monitoring and maintaining standards, including tone, personality, language and style; developing marketing materials, establishing and implementing brand guidelines to maintain a consistent and recognisable image and assisting in the development of merchandising and e-commerce for the museum shop; evaluating and analysing current measures and developing improvements; brand advocacy: quick reaction and development of professional strategies to deal with negative press or adverse media.
- **Fundraising support:** integrate marketing activities into fundraising and membership campaigns in close cooperation with the director, the Board of Founders and the Museion Private Founders; use marketing strategies, communicated by the committee, to increase investor loyalty and support sponsorship initiatives and presentations; develop and execute targeted campaigns to encourage technical sponsorship from individuals, companies and foundations.
- **Event promotion:** Collaboration with the team for the promotion of exhibitions, public program and special events; preparation of speakers in terms of audience, event logistics, language and presentation style; development and implementation of marketing strategies to increase attendance and visitor



numbers; evaluation of events through follow-up analysis to identify potential areas for improvement and optimisation for future success.

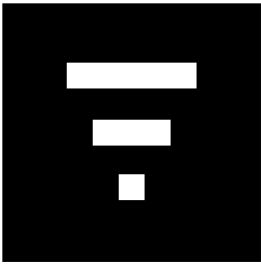
- **Digital Marketing:** Leading the development of the museum's online presence, including the management of the website, social media, email marketing and print/digital advertising; using data analysis tools to measure the effectiveness of digital campaigns; monitoring the museum's online reputation and responding to feedback on social media and review platforms; developing innovative ways to engage the public through online channels, social media and new platforms.
- **Social reporting:** Management of the collection, analysis and interpretation of market and visitor data (quantitative and qualitative); definition and evaluation of current and future market developments; development and monitoring of qualitative market research criteria and activities; creation and evaluation of key figures for the development and publication of data; semi-annual reporting to management; annual report to the Board of Trustees; brand defence.

#### **Management tasks:**

- Implement and monitor the implementation of planned co-communication strategies within the team
- Prepare and manage the annual department budget
- Developing and setting measurable and motivating objectives for the department and employees, providing resources
- Organise departmental processes
- Assessing problems and deciding on priorities
- Monitor the performance of employees in the department and give feedback
- Monitor and respect deadlines, costs/budgets, utilisation of department resources
- Manage and monitor all internal and external departmental communications
- Development and training of your department staff

#### **Requirements:**

- Degree in Marketing and Communication or several years' experience in Marketing and Communication in the museum sector
- At least 5 years of experience in Marketing and Communication (media and press) and in event management in the museum/cultural field
- Experience and desire for innovative marketing and sustainability projects
- Experience in text production in German/Italian
- Bilingual knowledge of written and spoken German and Italian, optimal knowledge of English
- Knowledge of the local cultural and political scene
- Excellent computer skills
- Ability to work in a team, high social competence



**What we offer:**

- A motivated team of young and talented colleagues, consisting of an event manager, a public relations and press officer and a Visual & Digital Communication manager
- Permanent contract
- 14 monthly salaries/year (CCNL Confcommercio)
- Flexible working hours
- Meal vouchers
- Ongoing training
- Possible support for relocation to South Tyrol

If collaborating with a museum meets your interest, please send your application with CV and photograph by e-mail by 16.02.2025 to the personnel administration of the Museion Foundation [job@museion.it](mailto:job@museion.it).

More information on our website [www.museion.it/jobs](http://www.museion.it/jobs)