



Sparkling wonder and curiosity about our world through hands-on science experiences

McWane Science Center, located in downtown Birmingham, Alabama, is seeking a full-time, on-site Senior Director of Marketing responsible for shaping and executing the strategic marketing direction of the science center. This role drives brand awareness, audience engagement, and revenue growth through innovative campaigns, partnerships, and data-driven insights. The ideal candidate is passionate about science education, skilled in storytelling, and thrives in a dynamic, mission-driven environment.

McWane Science Center, a non-profit organization, offers four floors of interactive exhibits and educational programming, features an IMAX Dome theater with laser technology and delivers outreach programs to schools across the state of Alabama.

Accountabilities and Major Duties

- Develops, implements and coordinates all facets of McWane Science Center's marketing, communications and public relations activities to support the museum, IMAX Theater, programs, activities, special events, traveling exhibitions and development efforts.
 - Develops and implements a comprehensive marketing strategy aligned with the center's mission and goals both traditional and digital campaigns.
 - Leads brand positioning, messaging, and identity across all platforms.
 - Collaborates with executive leadership to support institutional priorities including membership, fundraising, and community outreach.
 - Oversees integrated marketing campaigns for exhibitions, programs, events, and educational initiatives.
 - Ensures campaigns are inclusive, accessible, and resonate with diverse audiences.
 - Drives digital engagement through website, social media, email, and emerging platforms.
 - Guides content creation that inspires curiosity and promotes science literacy.
 - Monitors KPIs and ROI across all marketing efforts.
 - Uses data to refine strategies and optimize audience acquisition and retention.
 - Develops, monitors and evaluates budgets for marketing, communications and public relations.
 - Oversees editorial directions, design, production and distribution of all McWane Science Center publications including, but not limited to, the quarterly newsletter, brochures, rack cards, post cards, fliers, etc. Also writes copy for the newsletter and other printed materials.
 - Facilitates the crisis management communication plan—working with all departments.
 - Organizes speaking opportunities with the media and speak in front of the media outlets and provide interviews when necessary.
- Directs and oversees McWane Science Center's website and social media marketing.
 - Directs and oversees the process for keeping website information and presentation current and accurate.
 - Directs and oversees any re-design or development of the website.
 - Guides McWane Science Center's social media efforts to support the overall marketing and communication plan.
- Oversees the design and execution of attendance drivers and special marketing campaigns.
- Directs and supervises department personnel maintaining a climate that attracts, retains and motivates top quality staff while adhering to all management duties and organizational policies.

- Together with the President & CEO, as well as senior staff members, helps to make sure McWane Science Center's philosophy, mission and vision are pertinent and practiced throughout the organization by:
 - Ensuring McWane Science Center's philosophy, mission and vision are communicated to the public and constituents accurately and regularly.
 - Engaging people in the meaning of the organization.
 - Developing and coordinating means to seek regular input from McWane Science Center's key constituencies regarding the quality of programs and services and the organization's relevance to the community.
 - Participating in division and departmental planning and problem-solving.
- Performs other duties as assigned.

Minimum Qualifications

1. Bachelor's degree in marketing, public relations, communications or related field.
2. Minimum of five years' professional experience in developing, implementing and evaluating media, marketing and public relations plans, preferably in the nonprofit sector.
3. Proven success in brand strategy, digital marketing, and campaign execution.
4. Understanding of media buying and how to diversify budget for optimal return on investment.
5. Experience managing staff and projects is preferred.
6. Strong oral and written communication skills.
7. Knowledge of and experience with incorporating current media outlets—digital, print, radio, television, and social—into an overall marketing plan.
8. Strong organizational and planning skills, ability to make decisions, and take initiative. Project management is key.
9. Excellent public speaking ability.
10. Familiarity of key local, regional and national media.
11. Ability to maintain effective relationships with staff, volunteers and guests.
12. Ability to work in a fast-paced environment and be a team player.
13. Ability to maintain a flexible work schedule including some nights, weekends and holidays.
14. Ability to work on site -- this is not a remote position.
15. Ability to work independently.
16. Proficiency in word-processing, use of the internet, and common social media outlets.
17. Must possess a valid Driver License that is subject to acceptable annual motor vehicle reports.
18. Must provide verification of valid minimum personal vehicle liability insurance as required by State law.

Minimum Physical Qualifications

1. Perform work utilizing a computer for extended periods of time.
2. Visual acuity.
3. Hearing proficiency.
4. Light lifting.
5. Ability to operate a motor vehicle.

Benefits include health, dental, vision and life insurance; 403(b) retirement savings plan including company match; paid time off; free membership and movie screenings; discounts in our gift shop, camp program, IMAX theater and food service; and on-site parking.

We look forward to hearing from you! Please submit letter of interest, resume and rate of pay requirements to McWane Science Center Human Resources at HR@mcwane.org. www.mcwane.org. EOE.