



1400 West Mars Hill Road | Flagstaff, Arizona 86001-4499 | USA
928.774.3358 | lowell.edu

POSITION ANNOUNCEMENT

MARKETING MANAGER

Lowell Observatory seeks a seasoned marketing expert who loves science to join our Marketing and Communications team as Marketing Manager. Founded in 1894, Lowell Observatory is an independent, non-profit research institution that helps people—from professional astronomers to the general public—discover the universe in order to foster a scientifically engaged society. We believe that discovery is at the heart of a better society, and that our colleagues are at their best when they are truly themselves.

Famous for having discovered Pluto in 1930, Lowell Observatory has been at the forefront of scientific discovery and public science outreach for 127 years. We own and operate numerous professional telescopes across three campuses in northern Arizona, including the 4.3-meter Lowell Discovery Telescope, the fifth largest optical telescope in the continental United States. Prior to the COVID-19 pandemic, our public program welcomed 100,000 guests per year to our Mars Hill campus in Flagstaff, Arizona. Over the past year, our digital programs have engaged with some 2.5 million viewers, and as we welcome guests back to Mars Hill, we will soon begin work on the Astronomy Discovery Center, a 42,000 square foot science center—complete with exhibit halls, a wrap-around Universe Theater, and a rooftop Dark Sky Planetarium—that is due to open in late 2023. Lowell Observatory has a bright future, and we invite applicants who have the marketing expertise and operational focus to drive visitor growth both on-site and online.

JOB DESCRIPTION

The Marketing Manager is a full-time role that manages Lowell Observatory's outbound marketing communications across both print and digital channels and its inbound marketing intelligence program. This position reports to the Deputy Director for Marketing and Communications (DDMC). Desired outcomes include doubling the observatory's annual on-site visitation by 2025 and rapidly growing online viewership across social media and video channels.

RESPONSIBILITIES

- Manages and develops direct reports through situational leadership.
- Develops and maintains a strategic content marketing plan, in coordination with the DDMC.
- Develops and deploys multi-platform marketing campaigns to promote the observatory's scientific research, on-site and digital guest programs, and capital master plan.
- Manages and optimizes the production and dissemination of digital and print marketing communications materials that are relevant to target personas, scientifically accurate, and consistent with Lowell branding.
- Manages and optimizes multimedia marcom outputs, including live streaming and edited video content.
- Manages and executes strategic advertising placements that effectively reach the target personas.
- Manages the assessment of and reports on visitor experience data, advertising effectiveness and analytics relevant to the growth of social media, video channels and the website.
- Supports the marketing needs of exhibitions at professional conferences and trade shows.

- Coordinates activities with fellow staff responsible for visitor experience, public programming, observatory operations, media relations and development.

COMPETENCIES

- **Personal:** Loves science, and astronomy in particular. Works for organizational impact, not title or prestige. Curious and open to new ideas, unafraid of the unknown. Thinks on their feet, learns quickly and accepts critical feedback. Has high standards of work output, is highly organized and has great attention to detail. Takes initiative and anticipates needs.
- **Relational:** Knows how to align team members to best utilize their strengths and talents. Communicates proactively and gives rapid feedback. Enables and empowers staff to make independent decisions. Values, encourages and supports diversity and dissenting opinions. Encourages teamwork and group achievement.
- **Professional:** Proven results in growing social channels, website traffic and on-site visitation at a destination or attraction. Is growth-oriented and stays current in best practices for marketing strategy and tactics for various platforms. Proficient in messaging and customer segmentation strategies. Possesses impeccable word choice with highly accurate grammar and spelling. Knows how to leverage data to achieve results, but willing to experiment in the absence of data. Makes fiscally responsible choices and timely reports.

EDUCATION/EXPERIENCE

- **Education:** MBA with a marketing emphasis or equivalent experience is required. Education or experience working in a scientific field is preferred.
- **Experience:** 5-10 years of progressively responsible marketing experience, with at least 3 years experience leading marketing strategy required. Experience working with non-profits and/or scientific institutions is preferred.
- **Science:** Ability to quickly grasp scientific principles and communicate them accurately is preferred. No prior knowledge of astronomy is required, but it is a plus.

WORKING CONDITIONS

- **Conditions:** Working at a computer for extended periods. Frequent movement throughout campus, often over uneven terrain and in inclement weather. This is not primarily a telework role, but working from home is often possible when duties allow. Must be available to work nights and weekends when needed.
- **Duties:** Speaking and listening, both in person and via telephone or video conferencing. Ability to lift files, office equipment and audiovisual equipment weighing up to 25 pounds.
- **Travel:** Some travel required. Ability to drive an automobile or van with a valid driver's license required.

Status:	Full-time, Regular
FLSA Classification:	Exempt
Compensation Type:	Salary
Benefit Eligible:	Yes
Location:	Flagstaff, AZ

To Apply:

Please send the following documents to humanresources@lowell.edu:

- Lowell Standard Application (<http://lowell.edu/about/employment>)
- Letter of interest addressing your qualifications and interest in this position
- Resume
- Phone numbers and e-mail addresses of three references

Applications received by Midnight, June 30th will receive priority attention. Position open until filled.

Benefits Overview: In addition to 10 scheduled paid holidays, Lowell Observatory offers a Flexible Paid Time Off policy for all full-time, benefit eligible employees which allows you to determine how much time you need to rest and enjoy yourself outside of work. The cost of premiums for medical, life & long term disability insurances for benefit eligible employees is 100% paid by the company, and includes a contribution to either an H.S.A or HRA account for first dollar medical expenses.

Lowell Observatory is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. Lowell Observatory has always been, and always will be, committed to diversity and inclusion. We seek individuals from all backgrounds to join our teams, and we encourage our employees to bring their authentic, original, and best selves to work.

Lowell Observatory sits at the base of mountains sacred to tribes throughout the region. We honor their past, present, and future generations, who have lived here for millennia and will forever call this place home.

Lowell Observatory is committed to providing access, and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. Our non-smoking campus is at an elevation of 7,200ft/2200m, and the LDT is 40 miles south of Flagstaff at an elevation of 7,800 ft/2370m. If you need a reasonable accommodation for any part of the application and hiring process, please notify the Human Resources office for assistance.

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