



## Director of Marketing

Filoli is a 654-acre historic site of the National Trust for Historic Preservation, located on the San Francisco Bay Peninsula near Woodside, CA, and one of the finest remaining country estates of the early 20th century. As a team member here, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. You have the opportunity to preserve, build upon and share the wonder of this place.

In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. In this position, you have the opportunity to engage in the 2024 - 2028 Strategic Plan, centered on connecting to our community, and support the launch of a site plan and capital campaign designed to provide Filoli guests with greater access to nature. Filoli's culture is rooted in integrity and we are accountable for our work, actions, and impact on our visitors, community, and environment. Through our values, Filoli Team members are committed to being Inclusive, Welcoming, Innovative, Collaborative, and committed Stewards using sustainable practices for the future.

Join Filoli in shaping the future of cultural experiences as our next Director of Marketing! We're on a mission to transform Filoli into a pivotal destination within the San Francisco Bay Area. If you're a visionary leader eager to innovate, engage diverse audiences, and thrive in a collaborative and beautiful setting, your next chapter might just be here at Filoli.

### **SUMMARY**

In line with Filoli's Strategic Plan, the Director of Marketing is responsible for the development and implementation of strategic public relations and multi-channeled marketing strategies to increase overall visitation and to drive revenue through ticket sales, event rentals, retail sales, bar sales, and membership. As a leader in Filoli's efforts to reach new audiences, the Director of Marketing also cultivates and manages relationships with destination marketing organizations (DMOs) and develops new comprehensive partnerships that drive tourism and garner international media attention.

Overseeing marketing functions at Filoli, the Director of Marketing is responsible for developing a clear narrative for the Filoli marketing team that aligns with the overall strategic

goals and mission of Filoli, and translating the narrative into a clear marketing roadmap, inclusive of measurable and achievable marketing goals that contribute to the overall success of the organization.

Reporting into the Chief External Relations Officer and serving as a member of the Leadership team, the position is responsible for managing the organization's brand identity, paid, earned, and owned media, digital and print collateral, online footprint, mass communications, and group sales functions. The Director of Marketing role requires an ability to lead at a strategic altitude while also diving into the details to deliver a holistic, end-to-end solution for marketing and brand opportunities.

This is a full time (flexibly scheduled), exempt, salaried and benefit eligible position. Depending on candidate experience, the annual salary range is \$111,000 to \$133,000. This position is also eligible for employee benefits: medical, dental, vision, life, LTD, Flex Plan, 401(k), vacation, sick leave and holiday pay. As a senior leadership position, the schedule will be flexible to meet the needs of the position and have an on-site presence including evenings and weekends.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### **Leadership**

- Own the development of the marketing team structure, inclusive of identifying operational needs, and hiring and retaining talent;
- Lead and inspire a high-performing marketing and sales team, providing guidance, mentorship, and fostering a culture of collaboration;
- Set clear performance expectations and KPIs, regularly gathering and analyzing data to measure team performance, making data-informed evaluations and decisions;
- Coordinate with peer departments especially in the area of visitor services, and learning & engagement for creating marketing campaigns to support event and admission sales, planning and scheduling, and cross departmental project management;
- Ensure that Filoli's marketing efforts are in support of Diversity, Equity, Accessibility and Inclusion (DEAI) goals;

### **Marketing**

- Develop and implement integrated marketing strategies that inspire, and maximize reach, engagement, and attendance, including paid and earned media;

- Create detailed marketing plans to methodically and systematically attract leads across the top of the entire portfolio funnel and then cultivate these leads into customers/paid participants for all seasons and programs at Filoli;
- Collaborate with key stakeholders to adopt and integrate cutting-edge technologies, platforms, and tools to deliver on the marketing roadmap, drive efficiencies, and build a competitive edge;
- Adapt to new trends and changing market dynamics, recommending clear courses of actions;
- Establish key ROIs, KPIs, and success metrics and align tactics to help meet them;
- Measure and benchmark all ad campaigns to make strategic investments each season and evaluate performance each month;
- Ensure consistent messaging and brand identity for internal and external audiences through: creation of messaging standards, implementation of organization-wide brand strategies; adherence to brand standards;
- Manage the organization's owned digital presence including social media platforms and the website including the ongoing improvement of engagement, usability, design, and content of the site;
- Oversee social media strategy, including establishing benchmarking and evaluation tools to track and report on digital marketing impact;
- Using a variety of resources, analyze and strategically address identified opportunities for growth in visitation, events, learning & engagement offerings with a focus on increasing representation in Filoli's audience;
- Manage photography and videography partnerships, including user generated content, and proper photo storage including restrictions and copyright;
- Evaluate and utilize research, market conditions, and competitor data to grow Filoli's brand presence and audience; conduct relevant market research; monitor trends;
- Oversee Filoli's group sales program; engage with receptive tour operators, DMO partners, and other wholesale channels to increase Filoli's group sales;

### **Public Relations**

- Develop and implement a PR plan to establish national and international relationships with the press in order to attain media coverage and drive attendance, including hosting media receptions;
- Develop press releases and manage distribution;
- Develop and submit content and story pitches to journalists, editors, DMO partners and other media outlets;
- Track and archive Filoli's media coverage;

- Ensure that Filoli's mission, vision, and strategic goals are represented throughout all communications;
- Maintain partnerships with DMOs to reach a growing tourism audience;
- Cultivate partnerships and relationships with Travel Trade industry colleagues including hotels, rental car companies, tour operators, and meeting planners to reach a growing tourism audience;
- Participate in national and international publicity organizations and opportunities to increase Filoli's visibility in the tourism market;

### **Personnel and Budget**

- Directly manage Marketing department staff including hiring, implementing onboarding plans, guiding new hires through department onboarding process, scheduling, time tracking and management, training; evaluating all in coordination with People & Culture;
- Oversee external vendors and partnerships, including marketing agencies;
- Develop and manage the marketing budget, ensuring optimal allocation of resources to driving both marketing initiatives and sales budgets;
- Monitor ROI and adjust strategies as needed to maximize budget efficiency;
- Focus on creating value for the organization by achieving cost efficiencies over time;

### **General**

- Fulfill expectations as listed in Filoli's Expectations for Directors, Managers and Supervisors (see attached);
- Provide the highest quality service to all customers in every interaction;
- Represent the highest standards in support of Filoli's values, policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization
- Attendance and punctuality are essential to work and all work-related functions.

### **SUPERVISORY RESPONSIBILITIES**

This position has direct supervisory responsibility for the Digital Media Specialist (FT), Content Marketing Specialist (FT), Graphic Designer (FT), and Group Sales Coordinator (FT).

### **MINIMUM QUALIFICATIONS**

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational and skill requirements listed below:

### **Education and/or Experience:**

Bachelor's degree and 5-7 years of experience in the marketing field or in a related area, or an equivalent combination of education and experience.

### **Core Competencies:**

- **MARKETING EXPERIENCE** – Minimum of 5-7 years' experience in the attraction, travel, or tourism space in a people-leader marketing role. Familiar with best practice digital and traditional marketing's concepts, strategies, and Go-to-Market tactics. Previous experience owning marketing agency relationships. Ability to translate analytics and research data into actionable strategies. Demonstrated successful experience writing press releases, making presentations and creating marketing plans, including media buys. Experience overseeing the design and production of print materials and publications. Experience measuring and overseeing a sales program especially in relation to the wholesale market.
- **COMMERCIAL AND FINANCIAL ACUMEN** - Strong understanding of commercial and financial concepts to ensure efficient allocation of marketing resources, while your keen understanding of market trends and consumer behavior will inform data-driven marketing strategies. Your ability to analyze financial reports, forecast market performance, and manage marketing budgets will be helpful as we grow.
- **PEOPLE, PROJECT, AND PROGRAM SKILLS** – Possess excellent planning and project management skills. Has completed projects where a wide degree of creativity and latitude was expected. Experience with performing a wide variety of tasks and working with a broad range of individuals. Effective teamwork skills and cross-functional collaborative capacity. Ability to either take direction or work independently as the situation requires.
- **LEADERSHIP** – 2 plus years of people leadership experience. Exceptional leadership, management and communication skills and ability to work in a team environment. Flexible, energetic, and outcomes-oriented self-starter who brings a creative approach to solving problems. Capacity to interact effectively and build partnerships with Filoli's many constituencies including staff, Board members, community partners and supporters, donors, members, visitors, and the public. Strong administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- **CULTURAL COMPETENCIES** – Model a responsibility to self-awareness and awareness of others to recognize that individuals bring unique backgrounds, beliefs, values, and world-views. View racial and cultural differences as assets to the organization.

- DIVERSITY, EQUITY, ACCESSIBILITY AND INCLUSION – Committed to Filoli’s dedication to integrate accountability across all efforts to support and sustain a racially equitable organization. Demonstrate a passion of advancing organizational DEAI objectives and influencing others to approach all work with an equity lens. Promote processes and communication that encourage organizational cultural competence and inclusion.
- COMMUNICATION SKILLS – Demonstrate excellent written and verbal communication skills. Ability to communicate (listening and speaking) effectively with all constituencies of the organization.
- DECISIVE NATURE – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives and formulate rapid solutions with understanding of the inherent risks and the implications of decisions.
- COMPUTER SKILLS – Advanced computer experience, including WordPress; Google Applications and Microsoft products; management databases and design and presentation programs.
- AVAILABILITY – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management.

**Skills and Abilities:**

- Ability to develop and implement strategic initiatives. Define and paint the big picture to guide the team;
- Represent the organization at local, regional and national levels;
- Strong creative, strategic, analytical, organizational and personal sales skills;
- Work independently while maintaining open and transparent communications about duties and project status, within the bounds of the area of responsibility and authority;
- Demonstrate consistent and exceptional attention to detail, resourcefulness and an ability to think through an issue and anticipate possible problems, obstacles, and conflicts;
- Be organized and follow through on tasks to a successful completion;
- Display impeccable discretion, confidentiality, judgment, graciousness and flexibility at all times;
- Take direction, multi-task and work in an environment of regular interruptions;
- Serve as a collaborative team member with strong interpersonal skills and a sense of humor;
- Demonstrate a strong customer service orientation;
- Read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

A valid Driver's License is required.

## **PHYSICAL REQUIREMENTS**

The physical requirements described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job including:

- Travel occasionally to represent Filoli as various conferences and events;
- Lift/carry up to 20 pounds;
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry and bend as well as sit for long periods of time at a computer.

## **HOW TO APPLY**

1. Candidates with the above prerequisites are invited to submit their resumes along with a cover letter outlining their related experience and background to: <https://filoli.applicantstack.com/x/openings>
2. Possession of minimum requirements does not guarantee an interview.
3. Please, no phone calls.
4. Thank you for your interest in Filoli!

Please visit our website for more information: [www.filoli.org](http://www.filoli.org)  
Filoli is an equal opportunity employer who values diversity in the workplace.