

WHITNEY PLANTATION



The Whitney Institute Marketing Manager

About Whitney Plantation

Whitney Plantation (The Whitney Institute) is the only plantation museum in Louisiana with an exclusive interpretive focus on slavery. The museum is a 501(c)3 with a mission to educate the public about the history and legacies of slavery in the United States. Located on the site of a former sugar, rice and indigo plantation in St. John the Baptist Parish, Whitney Plantation maintains 16 original buildings that form the core of the Whitney Plantation Historic District. Through memorials, artwork, exhibits and tours, Whitney Plantation helps the public understand the present day by educating them about the past.

About the Position

The Marketing Manager is a full-time exempt (salaried) position within the museum's operations department. The Marketing Manager reports to the Director of Visitor Experience and Operations.

The Marketing Manager is a key member of the Operations management team. The Marketing Manager is responsible for outward communications to visitors, stakeholders, clients and vendors. The Marketing Manager will represent the staff at tourism meetings and in outreach efforts. The Marketing Manager will supervise a part-time Social Media Coordinator.

Duties of the position include:

Tourism Communications

- Represent Whitney Plantation to tourism organizations such as the Louisiana Travel Association, New Orleans & Company, Visit Baton Rouge and the River Parishes Tourist Commission
- Conduct familiarization tours for tourism partners as requested
- Coordinate the design, printing and delivery of brochures to the airport and visitor centers around the state.

Outreach

- Maintain relationships with the state visitor center representatives and concierges in New Orleans and Baton Rouge.
- Create and maintain relationships with culturally-based groups such as the Black Chamber of Commerce and the African American Travel Conference

- Represent Whitney Plantation by staffing booths at relevant trade or marketing shows such as Essence Fest and Travel South International

Marketing, Communications and Social Media

- Field requests for interviews and site visits from media and marketing partners; schedule interviews with appropriate staff members
- Maintain relationships with local media networks and journalists
- Write and distribute press releases
- With the Social Media Coordinator, develop a strategy for social media marketing and oversee creation of social media content across all platforms
- Assist the leadership team with the creation and implementation of marketing strategies
- Track and evaluate outcomes of social media campaigns and advertisements
- Work with outside designers and contractors as necessary to produce advertisements and promotional materials
- Maintain and update the website as needed
- Send marketing emails through Constant Contact as needed

Qualifications

- BA in marketing, communications or a related field
- 3-5 years' experience in marketing, communications, or a related field
- Comprehensive knowledge of social media platforms and tools
- Excellent verbal and written communication skills
- Knowledge of and interest in African-American history and telling diverse stories through communications and marketing
- Understanding of Microsoft office suite; Canva; Adobe; Constant Contact

Compensation, Benefits and Hours

\$45,000 annual starting salary

401k with employer contributions

Health, dental and vision insurance

Short term disability insurance

Life insurance

Gas stipend

Generous vacation and sick leave

Family leave

Paid holidays

Flexible schedule

Partial work from home

Some evening or weekend work may be necessary to accommodate tours and events

Some travel required (Less than 10%)