



The Hip Hop Museum | Bronx, NY

The Mission

Honoring Hip Hop's Past, Present & Future

The Hip Hop Museum (THHM) is the official home of the culture, located at Bronx Point, the very birthplace of the movement. We are a global epicenter for connection, collaboration, and creativity. As we move toward our grand opening in **2026**, we are seeking a visionary **Director of Marketing** to amplify our voice from the Bronx to the world.

Job Summary

The role of the **Director of Marketing** will lead the strategic planning and execution of all marketing, branding, and audience engagement efforts. The dynamic and innovative Director of Marketing will develop comprehensive marketing strategies to promote the museum's brand presence in the community and beyond. We seek someone who can create a memorable and enjoyable experience for our visitors. You will be responsible for developing and implementing strategies to increase visitor attendance at our immersive, technology-driven exhibits, as well as overseeing all aspects of the museum's brand identity, including marketing campaigns and public relations efforts.

This position requires a strategic thinker with a creative mindset and a passion for cultural institutions who will direct, manage, and develop inspired marketing campaigns and initiatives to attract a diverse audience and maximize revenue. The Director of Marketing will execute tactical plans to support the values and mission of The Hip Hop Museum.

Key Responsibilities

- **Opening Campaign Management:** Lead the multi-channel marketing rollout for The Hip Hop Museum's (THHM) **2026 physical opening**.
- **Strategic Brand Leadership:** Oversee The Hip Hop Museum's brand identity, ensuring the "remix and reinvention" spirit of the culture is reflected across all platforms. Ensuring a consistent and compelling museum identity across all marketing channels.
- **Digital & Immersive Engagement:** Manage THHM's cutting edge virtual and enhanced reality experiences. Oversee digital media strategy and outreach via digital tools and emerging technologies and lead digital marketing initiatives. This may include social media, email marketing, website management and online advertising campaigns to maximize online presence and engagement.
- **New Business and Marketing Opportunities:** Proactively identify and pursue new business and marketing opportunities within community outreach programs. Ensure all outreach initiatives align with and support THHM's strategic plan. Foster and strengthen external partnerships that enhance the museum's presence and impact within the community.

- **Media Relations:** Serve as the primary contact for local and global media, leveraging a rich network of pioneers and industry legends.
- **Data Analysis:** Use visitor data and market research to optimize campaigns and reach diverse, multigenerational audiences. Monitor and analyze marketing campaigns performance to assess the effectiveness of strategies and make data-driven improvements.
- **Budget Management:** Manage the marketing budget efficiently and effectively, ensuring that resources are allocated appropriately to achieve marketing objectives.
- **Audience Engagement:** Develop strategies to connect with diverse audiences, including members, donors, volunteers, and the public ensuring that marketing efforts are accessible.
- **Collaboration:** Work closely with other museum departments, including curatorial, education, and development to align marketing efforts with THHM's objectives. Collaborate to develop engaging and culturally relevant content, including promotional materials, advertising, exhibition promotions and graphics.

Knowledge, Skills & Abilities

- Exceptional communication, leadership, and interpersonal skills.
- Ability to manage change and build relationships and shared vision.
- Emotionally intelligent, motivating, receptive to feedback, promoting positive culture.
- Ability to work under pressure and adapt to unexpected changing needs.
- Ability to work independently and as a part of a collaborative team.
- Demonstrates time-management skills and the ability to juggle multiple tasks, such as financial planning, hiring and training staff.
- Available to work flexible hours including weekends, evenings, and holidays.
- Performs other duties as assigned.

Experience & Qualifications

- **Education:** Bachelor's degree in marketing, communications, or a related field.
- **Experience:** 5+ years of marketing leadership, ideally within a major cultural institution or nonprofit sector.
- **Culture Fit:** A creative thinker with a deep, authentic passion for Hip Hop culture and its foundational elements.
- **Technical Proficiency:** Expertise in CRM (e.g., HubSpot), Google Analytics, and Adobe Creative Suite. Strong understanding of digital marketing, including social media, and email marketing.
- **Leadership:** Proven track record of managing agile, fast-paced teams and high-profile partnerships with organizations.

Working Conditions

- Work normally performed indoors.

Physical Conditions

- The duties of this position may include moderate physical activity. In addition, sitting, standing, bending, kneeling, and lifting or moving objects up to 30 lbs.

How to Apply:

- *Submit your resume and a cover letter detailing your relevant experience and qualifications for the position.*
- *Include a portfolio that highlights your previous marketing campaigns and projects.*
- *Please send all materials to hr@thm.org with the subject line "Director of Marketing."*

Position Open Until Filled

Annual Salary: \$75,000 - \$85,000

The Hip Hop Museum is an Equal Employment Opportunity Employer