



# LAGUNA ART MUSEUM

**Date Created:** August 2022  
**Position:** Design and Brand Manager  
**Reports To:** Deputy Director  
**FLSA Status:** Exempt (professional), Full-time

The essential function of this position is to combine brand design, exhibition design, marketing, product design and graphic design to create the visual identity that represent Laguna Art Museum.

- Create, maintain, and develop branding for all aspects of the institution
- Work in collaboration with staff and external contractors (Guest Curators, Curatorial Fellows, etc.) to create and develop a brand identity and floorplan for all exhibitions
- Supervise printing of all exhibition didactics (vinyl, exhibition texts, banners, etc.) and other museum materials for digital and print (brochures, flyers, invitations, letterhead, logos for programs and initiatives, development materials, signage)
- Manage the museum's digital presence, including management of the website, social media, supplemental digital materials and more
- Plan and implement exhibition design plans and design modifications in public-facing areas of the museum
- Manage the marketing process from start to finish and work with museum leadership to create strategic goals
- Ensure the museum's department goals and metrics are being met by reviewing and communicating effectiveness of marketing campaigns, social media posts and advertisements
- Maintain and contribute to the museum's photo archive of useable images for design
- Apply brand strategy to museum store as a center for retail and for individual products. In conjunction with store staff, design unique store merchandise including designed digital and printed advertisements
- Manage and develop relevant department budgets

## ***Supervisory Responsibilities***

Directly supervises employees or subcontractors related to designated departments. Carries out supervisory responsibilities in accordance with the museum's policies and applicable laws. Responsibilities include hiring, firing, training employees; planning, assigning, and directing work; rewarding and disciplining employees; addressing complaints and resolving problems.

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

Bachelor's degree (B.A.) in a related field from four-year college or university and 5+ years related experience and/or training; or equivalent combination of education and experience. 3+ years of management / supervisory experience

## ***Language Skills***

Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations.

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**Mathematical Skills**

Ability to calculate figures and amounts such as discounts, mark-ups, interest, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Certificates, Licenses, Registrations**

Valid California State Driver's License required with acceptable driving record.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is regularly required to stand; walk; sit; climb or balance; and stoop, kneel or crouch.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Compensation**

Compensation for this position ranges from \$63,000 to \$70,000, depending on candidate experience.

**To apply:** Please email a cover letter and resume to Victoria Gerard, Deputy Director at [vgerard@lagunaartmuseum.org](mailto:vgerard@lagunaartmuseum.org). Please use "Design and Brand Manager" as the email subject line.