



Flutter & Wow Museum Projects  
3660 Plaza Drive, Suite #4  
Ann Arbor, MI 48108

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flutterwow.com

## **Flutter & Wow Museum Projects**

Business Development and Marketing Manager

### **Job Description:**

Established in 2011, Flutter & Wow Museum Projects researches, designs, and implements top quality exhibition projects for museums, galleries, commercial, municipal and private clients. We have a reputation for deeply engaging with our clients and their exhibit subjects. We are known for our thoughtful and creative approaches to big exhibit challenges. From inventive interactives to original object displays, from bold graphics to the meaningful utilization of technology and media, our firm demonstrates a proven artistic and cultural sensibility. Our work always aims to advance the concept of visitor participation, to utilize multimedia as a pragmatic means of increasing accessibility, and to enhance the work of exhibition planners, curators, interpretative specialists, and educators.

F&W brings complicated, multi-layered projects to realization, on time and on budget, and we have fun doing it. We coordinate our work so our relationship with our clients is seamless and straightforward. We are noted for staying organized and we communicate easily throughout the project arc. We address challenges head on. We manage and leverage resources with thoughtfulness and transparency.

F&W seeks a self-motivated, business savvy person with strong understanding of the nonprofit and/or museums fields, and significant experience delivering diverse creative projects. The Marketing Manager is a senior role in the organization that will comprehensively support business development, marketing initiatives, and museum client relationships.

**Responsibilities:**

- Strategize with the Principal to create business development and marketing goals
- Lead efforts to execute business development and marketing goals
- Maintain appropriate spreadsheets to track project leads
- Find project leads and assist in proposal writing and submission
- Attend industry conferences and events, network with industry professionals, and build relationships with current and potential clients
- Gather market intelligence and maintain awareness of industry news and events
- Develop product-to-market opportunities
- Advocate for Flutter & Wow's business interests during creative project work
- Manage company website
- Develop and manage content for company social media channels and quarterly newsletters

**Requirements:**

- Bachelor's degree in the humanities or business fields and/or equivalent experience in marketing, non-profit organizations, or the creative industries
- At least 2 years in a managerial role with multiple stakeholders
- Experience designing project proposals
- Experience in business or organizational development efforts
- Advanced communication skills
- Advanced skills in Google Suite
- Excellent research and writing abilities
- Ability to work a flexible schedule
- Professional attitude
- Knowledge of and passion for the role of museums in society
- Personal transportation and the ability to attend our headquarters regularly at 3660 Plaza Dr. Suite 4, Ann Arbor, MI, 48108.

**Additional preferred qualities:**

- Optimism and comfort with ambiguity in project work
- Engaged life-long learner
- Problem solving and analytical skills to manage multiple projects in a fast-paced environment
- Knowledge of social media and digital marketing practices
- People management experience, able to draw on different management styles

**Application process**

Please apply with a resume or CV and max 1 page cover letter setting out why you want the job and how you meet the essential and desirable criteria. We regret we cannot enter into discussion about the role prior to application or provide feedback to unsuccessful candidates. Email your application to *info@flutterwow.com*

**Compensation**

This role is paid hourly at a competitive market rate. The hours are flexible, mostly to be delivered between 9-5 pm Monday-Friday.