

## **Development and Marketing Director of *The General Grenville Dodge House* – Council Bluffs, Iowa**

Are you looking for a job with diverse responsibilities and roles? Are you able to think outside the box and manage a budget? Are you a little left and right brained? If so, this job could be for you!

The Dodge House is seeking a highly motivated, organized and creative thinker to manage all aspects of the museum - with an emphasis on managing and growing the volunteer base, along with marketing the house in a manner that drives visitors and fundraising dollars.

### **Responsibilities | Management**

- Recruit, oversee and ensure that The Dodge House continues to be effectively structured and staffed with high-quality, competent, motivated staff and volunteers; foster an environment for staff and volunteer growth, learning, accountability and experimentation.
- Collaborate with community and business partners to enhance the depth and breadth of the impact of The Dodge House, locally, regionally, and nationally.
- Oversee the Dodge House budget, including planning, preparing, monitoring and administering. Recommend opportunities to grow and develop new earned and contributed revenue streams. Initiate programs and budgets for approval by the Board of Trustees.
- Lead, protect and enhance the Dodge House in a manner in keeping with a valuable historic home under the direction of the Board of Trustees to ensure The Dodge House's long-term financial strength, the growth of its visitorship and collection, and the continuation of its cultural and educational contributions to Council Bluffs and the greater Omaha area.
- Ensure the operation of The Dodge House complies with all state, local and federal laws, rules, and regulations.
- Other duties as assigned.

### **Responsibilities | Marketing + Communication + Events**

- Excellent communicator and creative thinker, with an ability to use both data and intuition to make informed decisions.
- Active and well-rounded presence in social media, with a command of each network and their best practices.
- Drive consistent, relevant traffic and leads from our social network presence.
- Proficiency in using a social media manager to monitor social media conversations.
- Plan, organize and execute events held on or off site.
- Bonus experience or basic understanding of email marketing, SEO, blogging and HTML/CSS, squarespace or other platform.
- Create shareable content for specific networks to spread both the brand and the content.
- Explore new ways to engage and identify new social networks to reach our target visitor.

## **Experience**

- The must be a skilled, accomplished, and energetic leader who has demonstrated ability to develop and implement a forward-looking vision, advance The Dodge House's mission and inspire supporters, volunteers, and the general public.
- The Executive Director will lead The Dodge House in making sound financial plans and decisions with the goal of growing its endowment and annual supports, as well as visitorship.
- Experience in marketing preferred.

## **Description of the property:**

In 1869, Dodge built a handsome Victorian home at 605 Third Street in Council Bluffs. The fourteen-room, three-story mansion stands on a high terrace overlooking the Missouri Valley. General Dodge was deeply involved in the planning and building of his home, making several modifications; such as central heating and hot and cold running water.

An additional property, the August Beresheim House, is used as an orientation center.

Please email resume to Kathy Rrieger at [krieger@councilbluffslibrary.org](mailto:krieger@councilbluffslibrary.org).