

# *Gammelgården Museum*

## *Scandia, Minnesota*

### **Marketing Manager**

Gammelgården museum began 1972 by Elim Lutheran Church to “preserve, present and promote Swedish Immigrant heritage”. It is the only museum in the USA owned by an ELCA congregation and includes original buildings from the 1850’s immigrant era to Minnesota. Gammelgården has established itself, but must now grow the interest base and audience. The museum is open May thru December; planning takes place January – March.

### **Responsibilities**

Develop plans for general marketing of Gammelgården (GG) and its programs, products and services, including the Butik gift shop.

Help educate Board, staff and volunteers to become “marketing savvy”.

Oversee the advertising and public information of the Gammelgården Museum. To include, but not limited to;

- ❖ Create and disburse in a timely way news releases for GG events and programs to electronic and print media, website manager, Elim church members and other communications resources
- ❖ Develop personal relationships with local/national/international media personnel that become strategic to GG and grow an awareness of our programs, events and mission.
- ❖ Create a focused PR program/budget to best use limited financial resources.
- ❖ Create a publication schedule and content plan for the Tidskrift, the museum’s newsletter
- ❖ Use new electronic media creatively and effectively
- ❖ Keep an archive of GG publicity

- ❖ Work with the Director and all paid or volunteer staff
  - Create attractive, effective promotional campaigns with a recognized GG “look” and feel consistent with our mission ( general brochures, ads, news releases)
  - Help plan annual events; help at the event and any special events
    - Opening week-end (mid May)
    - Midsommar Dag/Dala Competition ( 4<sup>th</sup> Saturday in June)
    - Spelmannstamma ( 3<sup>rd</sup> Saturday in August)
    - Annual Volunteer Recognition Open House ( Sunday between Christmas-New Year)
    - Lutfisk Dinner ( 3<sup>rd</sup> Thursday in November)
    - Lucia Fest ( Second Sunday in December)
  - Help to promote special events as asked.
  
- ❖ Work with other members of the leadership team of Gammelgården to present GG as a point of destination/choice for guests each year. (currently 5,000+ annually. This needs to grow significantly)
  
- ❖ Attend Gammelgården Board meetings (3 per year) and give report(s) as necessary.
  
- ❖ Attend meetings of the Washington County Historic Network with Butik Manager
  
- ❖ Create a marketing advisory committee from Board and volunteers.

### *Helpful Characteristics and Attitudes*

Love of Gammelgården Museum and its mission to “Preserve, Promote and Present Swedish Immigrant heritage”.

An understanding that GG is known internationally and nationally as a point of destination for tourists.

An understanding that this position pays an honorarium, not a living wage.

An understanding that annual events are intended to be true to the Swedish culture for the guests ( food, decorations and entertainment) and are a significant means of fund raising for GG.

The ability to be flexible, using good judgment, to facilitate successful annual events. Grace under pressure helps.

A creative approach to help improve GG programs, events and facilities.

Be recognized in the community as a person of leadership with GG.

Help raise awareness in the local and greater community of GG.

Complement other Swedish heritage groups rather than compete with their mission/programs.

Experience in basic marketing, advertising, electronic media/marketing for a non-profit organization.

**Compensation**

Annual honorarium of \$3,500.00 paid over 12 month.

NO health or retirement benefits

Reports to Gammelgården Director

Success benchmarks

Increased attendance to Gammelgården, events, programs

Increased membership and database of people of interest

Other goals developed with Board, Director and Marketing Manager

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