



Job Description for Director of Sales & Marketing Exempt Full-Time Position

The Pacific Battleship Center, a 501(c)(3) non-profit organization, oversees the Battleship IOWA Museum, National Museum of the Surface Navy, and LA Fleet Week, serving as a premier destination and community connector in Los Angeles. As the fourth most popular tourist attraction in the region, the Battleship IOWA offers immersive experiences, impactful veterans programs, inspiring educational initiatives, and a venue for special events and community activities. With Phase 1 of the National Museum of the Surface Navy set to open in late 2025, the organization is embarking on an exciting new chapter of growth and transformation. We are seeking a cutting-edge, innovative Director of Sales & Marketing to join our team.

Reporting to the President & CEO, this full-time role is pivotal in developing and executing forward-thinking strategies to maximize program impact, drive revenue growth, and expand participation across various programs, including admissions, events, military and veterans affairs, youth field trips, LA Fleet Week, and more.

The ideal candidate will bring strong leadership and organizational skills, expertise in digital marketing and community engagement, and a passion for working in a mission-driven environment. This position requires exceptional communication abilities, a data-driven approach to decision-making, and the ability to mentor and manage a team while ensuring consistent branding, effective budget management, and alignment with the organization's transformative goals, including the establishment of the National Museum of the Surface Navy.

Position Overview

Primary Responsibilities

- Develop and implement a forward-thinking sales and marketing strategy aligned with the organization's mission, vision, and goals
- Oversee marketing efforts for key organizational programs, including, but not limited to:
 - Admissions and specialized experiences
 - Fundraising and development efforts
 - Events and event rentals
 - Military & Veterans affairs programs
 - Youth field trips and overnight programs
 - LA Fleet Week
 - Vicky's Doghouse Cafe'
 - Freedom of the Seas Awards, Park, and Pavilion, and National Museum of the Surface Navy
- Strengthen the organization's digital and social media presence, creating vibrant campaigns to boost engagement, participation, and revenue
- Provide leadership to the communications, group sales, and events managers as well as applicable consultants, ensuring their efforts are aligned with organizational goals
- Participate in industry-specific events and connect with like-minded organizations to represent Pacific Battleship Center and stay informed of trends and best practices
- Build partnerships with sponsors, local businesses, and media to expand reach and strengthen community ties.
- Recruit, coordinate, and engage volunteers as a core component of marketing and events efforts



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- Ensure consistent branding and messaging across all channels and initiatives
- Utilize data-driven approaches to measure campaign success, optimize strategies, and report on performance metrics
- Collaborate with other organizational leaders to align sales and marketing efforts with overarching goals
- Mentor team members and establish training resources to ensure skill development and long-term departmental continuity.
- Manage departmental budgets, ensuring resources are used effectively and efficiently
- Align all marketing initiatives with the goal of becoming the National Museum of the Surface Navy and promoting its transformational projects.

Qualifications & Skills

- Bachelor's degree or equivalent experience with 4+ years of marketing leadership experience and expertise in digital strategy, community engagement, and team management.
- Strong leadership and organizational skills, with the ability to delegate, multi-task, and manage multiple priorities productively
- Expertise in digital marketing, social media, and data-driven decision making
- Exceptional communication and relationship-building skills to engage volunteers, staff, advisors, and external stakeholders
- Utilize CRM, marketing automation, analytics, and design tools to streamline operations and enhance campaign effectiveness
- Passion for working in a dynamic, mission-driven environment with a focus on teamwork and inclusion
- Excellent written and oral communication skills
- Familiarity with the unique challenges of non-profit marketing, including fundraising and community engagement is a plus

Work Environment

- Based at Battleship IOWA in San Pedro, CA
- Remote work flexibility as needed
- Presence and teamwork are highly valued

Physical Requirements

- Prolonged periods of sitting at a desk and working at a computer
- Walking and/or standing for prolonged periods of time if representing the organization at an event
- Able to negotiate the unique environment of a historic battleship: steep ladders (staircases), uneven surfaces, low overheads (ceilings), "knee knockers" (hatch combings that block narrow passageways up to about knee height), and occasional rocking motion because the ship is in the water at the dock
- Ability to lift about 30 pounds

Compensation & Benefits

- Starting salary range: \$80,000 - \$110,000 based on experience
- Benefits include medical, dental, and vision (cafeteria plan); 401(k) with match, paid time off, flexible holiday pay, sick pay, employee assistance plan, and the opportunity to work on an impactful, pioneering initiative



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Travel

- Occasional out-of-area travel for conferences, trade shows, and meetings possible, but not expected to exceed 4-6 times per year
 - People generally enjoy meeting aboard Battleship IOWA, which lessens significant driving locally, but it should be anticipated that driving to meetings locally may occur or will be necessary regularly
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The environment is unique, the team is talented, the work is challenging, and the culture is fast-paced and fun.

About the Battleship IOWA Museum

The Pacific Battleship Center (PBC) operates programs that ignite curiosity, connect communities, and enhance understanding of America's role in maritime peace and prosperity. Our flagship location, the Battleship IOWA, is transitioning to become the National Museum of the Surface Navy in October 2025, with exciting new projects such as the Freedom of the Seas Pavilion and Park.

PBC provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.