



Job Title: Chief Marketing Officer
Status: Full-time, salaried, exempt
Reports To: Brent Fields, CEO
Supervision: Three full-time staff positions

Chief Marketing Officer Position Summary

Morgan's is seeking a creative, strategic, collaborative, and values-driven leader to oversee our marketing and communications function. The Chief Marketing Officer (CMO) is responsible for planning, developing, and implementing marketing and communications strategies that support the enterprise's mission, programs, goals, and activities. The ideal candidate shares a passion for our mission and possesses an exceptional understanding of strategic marketing and an innovative mindset guided by the highest ethical values combined with tireless energy to achieve our goals.

Role Overview

The CMO will shape and steward a cohesive, compelling brand ecosystem spanning multiple entities, while driving marketing strategy, engagement, and innovation. As a key strategic leader, you'll translate our mission into strategic initiatives that amplify visibility, foster inclusion, and deliver measurable impact.

Key Responsibilities

Strategic Brand Leadership

- Define and own the umbrella brand strategy, ensuring a unified identity across all sub-brands (Wonderland, Inspiration Island, Camp, Sports, MAC, Institute).
 - Build brand architecture: maintain consistency, differentiate entity offerings, and anchor storytelling in our mission of accessibility and inclusion.
 - Champion brand values—Empower, Include, Educate, Innovate—across messaging and visual identity.
- Integrated Marketing Strategy & Execution**

- Develop and implement integrated marketing plans—acquisition, retention, fundraising, sponsorships—aligned with organizational growth and mission goals.
- Lead campaigns (digital, out-of-home, PR, influencer), leveraging data insights to optimize performance and ROI.
- Promote key initiatives across entities: season passes, community events, MAC services, Inclusion Institute programming.

Digital & Data-Driven Marketing

- Direct all digital channels, including web, social, email, SEO/SEM, and online advertising.
- Leverage analytics and user insights to refine targeting, messaging, and conversion across audiences.

Content Production & Multimedia Storytelling

- Leverage Morgan’s on-site production facilities to produce compelling video, digital, and visual content that supports strategic campaigns and enhances brand storytelling.
- Integrate content creation into all aspects of marketing, fundraising, and community engagement.

Community Engagement & Public Relations

- Oversee community outreach, stakeholder engagement, and PR—fostering partnerships with foundations, nonprofits, advocacy groups, media outlets.
- Support brand health and reputation, including proactive and crisis communications.
- Represent Morgan’s at industry events and in media, positioning us as national leaders in inclusion.

Leadership & Cross-Functional Collaboration

- Lead and manage the marketing and communications team to deliver on their respective goals and execute the annual plan.
- Serve on the Shared Services team and work collaboratively with executive peers.
- Partner with the entity CEOs and support their respective marketing needs, advising them on market trends and opportunities.
- Collaborate closely with Development, Operations, Admissions, Facilities, Education, and Inclusion to align marketing with organizational strategy.

Financial Stewardship & Performance Management

- Manage the department budget, allocating resources efficiently and leveraging community partnerships for the benefit of the mission.
- Track KPIs: attendance, membership growth, donor acquisition, brand metrics, fundraising ROI.

- Develop and implement performance management metrics assessing marketing and communications effectiveness.

Innovation & Thought Leadership

- Stay ahead of digital and experiential marketing trends (AI, CRM, immersive experiences); pilot new initiatives aligned with mission.
 - Collaborate with all entities to craft thought leadership campaigns showcasing best practices in inclusive design and marketing.
 - Elevate our position as a community and sector leader.
-

Important Leadership Traits

- Strong leadership ability
 - Strategic mindset
 - Professional business acumen
 - Outstanding problem-solving skills
 - Excellent ability to lead and manage
 - Continually drive effective results
 - Communicate effectively at all levels
-

Requirements and Preferred Qualifications

- Bachelor's degree required; specific degree in Marketing, Communications, Public Relations, Journalism, and/or Advertising preferred. Master's degree a plus.
 - Approximately 10+ years of related marketing experience, including 5+ years in a management role.
 - Demonstrated experience leading a marketing team, developing marketing programs, overseeing brand strategy, and creating deliverables in a goal-oriented setting.
 - Excellent communication, leadership, and problem-solving skills.
 - Passion for inclusion and serving those with special needs.
-

Why You'll Love Working Here

- **Impact:** Shape marketing and digital/social media across five Ultra-Accessible™ entities, amplifying inclusion for individuals with disabilities.
- **Innovation:** Utilize on-site production facilities to drive in-house content creation and elevate marketing capabilities.
- **Culture:** Join a values-driven mission centered on empowerment, inclusion, education, and innovation.

- **Collaboration:** Work with a diverse executive team and passionate staff.
- **Leadership:** Position Morgan's as a national model for inclusive experiences.

Working Conditions:

The working conditions described herein are representative of those an employee encounters while performing the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential job functions.

- Work is performed in a fast-paced office environment.
- Visual acuity is required for reading computer screens and/or documents and making changes as necessary/required.
- Job requires accuracy and attention to detail, organizational, and time management skills, while maintaining high levels of initiative.
- Occasional stooping and bending with regular lifting of up to 20 pounds is required.
- Ability to stand for long periods of time, as well as be able to use keyboards, telephone keypads, and writing utensils.
- Use best practices and demonstrates up-to-date knowledge and skills in technology.
- Will require TX DL as the role with flex and work at different entities when required.

Total Rewards Summary:

- **Health and wellness benefits** – health/dental/vision insurance, prescription drug discounts, employee assistance programs and wellness programs. *Morgan's pays 100% of employee only coverage for Medical Plan 1, Dental, Vision and Basic Life.*
- **Financial and retirement benefits** - include 401(k) plans, profit-sharing plans and financial planning assistance, and matching contributions.
- **Time-off and leave benefits** - 3 Weeks of PTO accrual and 40 hours can be rolled over to the next calendar year. 11 holidays per year with paid parental leave.
- **Discounts for employees** - Complimentary Family & Friends Season Passes. Discounted single-day tickets after comp ticket bank exhausted, in-park food, beverage, and merchandise, and birthday, cabana, and facility rentals.
- **Life Insurance & AD&D** - \$50K Basic Life/AD&D insurance policy at no cost to you.
- **Disability Insurance** - Short-term & Long-term disability coverage is available
- **Onsite Communicare** - Our Communicare partnership offers a \$0 copay waiver, priority scheduling/appointments, prescription discounts and home/work delivery. \$0 Copay for Telehealth Nurse line available (24/7).

Morgan's Wonderland is an equal opportunity employer. All qualified employees and applicants will receive consideration for employment without regard to race, color, religion, sex, age, pregnancy, marital status, national

origin, citizenship status, disability, military status, sexual orientation, genetic predisposition or carrier status or any other legally protected characteristic.

Apply at: <https://inclusionstartshere.com/careers/>