

B O W E R S M U S E U M

Human Resources Department

Senior Audience Marketing Consultant

The Bowers Museum is seeking a professional marketing consultant with a proven track record of reaching senior citizens. As part of the Bowers Museum's strategic plan, the Bowers is committed to significantly expanding the growing senior citizen market. This audience segment is a priority because seniors are becoming a much more varied group than any other age group of people.

The Senior Audience Marketing Consultant will spearhead a specific marketing plan geared directly toward increasing senior attendance by 25% and increasing senior membership by 15% within the next two years. Consultant will also be responsible for assessing and evaluating the effectiveness of all new marketing strategies and fine-tuning as necessary.

The desired candidate will possess *verifiable* marketing experience - relevant to attracting and bridging the senior citizen gap.

To be considered for this unique opportunity, applicants must send a written proposal identifying key strategies that will be implemented to achieve the goals mentioned above. The proposal must accompany (3) *professional* references and a resume with consulting fees to be considered. **Please also include a proven track record with success rate.**

Bowers Museum
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