

12.27.2017

Position: Communications Associate

Department: Communications

Reports to: Communications Director

Hours: 30 hours/week (9-3:30 with an unpaid 30 minute lunch)

Compensation: \$28,080.00 Annual

Position Overview:

The Huntsville Museum of Art (HMA) is looking for an enthusiastic part-time Communications Associate to assist the Communications Director in maintaining and growing the Museum's digital presence, while also supporting internal and external communication initiatives. The ideal candidate must possess an outgoing and creative personality, have outstanding communication skills (both written and oral) and be able to successfully interact with staff and community partners on a regular basis to help promote exhibitions, events, classes and programs. This person must always maintain a clean and professional appearance.

Part time benefits are available after one year of employment. Candidate must be flexible with the hours and able to work some evenings and weekends when special events arise.

Company Overview:

The Huntsville Museum of Art sits in Big Spring Park and works as a magnet for cultural activities. Founded in 1970 by city ordinance of the Museum Board of the City of Huntsville, the Museum serves Huntsville and Madison County's combined population of 420,000 residents. *The mission statement of the Museum is to bring people and art together through acquiring, preserving, exhibiting and interpreting the highest quality works of art.* The mission statement is based on two beliefs: An understanding that the arts enrich lives; and that visual ideas are best perceived, understood and enjoyed through first-hand experience of original artistic achievement.

Learn more about HMA at www.hsvmuseum.org.

Responsibilities:

- Develop innovative and creative media content (to include text, images and video) across all relevant social media platforms
- Maintain social media calendar to support Museum's objectives and campaigns
- Write copy, create engaging content and coordinate targeted campaigns
- Assist in creating digital strategies for online growth
- Monitor social media and respond promptly
- Monitor, analyze and communicate social media and PR results on a monthly basis
- Schedule and design e-mail marketing campaign through Mail Chimp
- Assist Communications Director with website updates as needed
- Setup and monitor e-commerce site for ticketed events
- Submit upcoming events to community calendars
- Assist Communications Director with writing SEO-targeted blog posts
- Assist Communications Director with preparing and distributing press releases and media advisories
- Represent the Museum on camera with media in absence of Communications Director

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- Assist Communications Director with development and delivery of *ArtViews* magazine
- Create artwork for print and digital materials (ads, brochures, signage, etc.) as needed
- Assist with administrative support for Communications Department
- Create and distribute monthly staff newsletter
- Attend local professional luncheons and meetings as needed for networking opportunities
- Other duties as assigned by Communications Director

QUALIFICATIONS:

- Minimum of two years of experience in Communications/Public Relations/Marketing - required
- Bachelors in Communications, Journalism, Marketing, Public Relations or related field – required
- Three professional references - required
- Expertise in major social media platforms - required
- Experience with social monitoring and response - required
- Photography and videography skills - required
- Strong interpersonal communication, oral and written communication skills – required
- Excellent copyediting and proofreading skills - required
- Advanced Adobe Creative Suite Skills - preferred
- Experience editing and publishing within WordPress - preferred
- Knowledge of SEO, keyword search and Google Analytics - preferred
- Basic HTML skills – preferred

To apply, e-mail your cover letter, résumé and three professional references to snielsen@hsvmuseum.org. **No phone calls please. Serious inquiries only.**