

## **HUNTSVILLE MUSEUM OF ART**

**Position:** Director of Communications

**Department:** Communications

**Reports to:** Executive Director

**Employment:** Full-Time with benefits; Exempt; 40 hours per week

*Salary commensurate with experience.*

### **Position Overview:**

The Huntsville Museum of Art is seeking a senior-level manager to be responsible for all aspects of the communications and marketing department at the Museum. This position manages a part-time Communications Associate, interns, and external vendors such as printing companies. Responsibilities for this position includes managing the following: media relations and publicity efforts to include writing and distributing press releases; managing the messaging on website and in social media platforms; marketing including media buying and developing promotional advertisements and materials; *ArtViews*, the Museum's membership magazine; community relations; and internal communications. This position serves as the liaison between the Museum and the Huntsville-Madison County Convention & Visitors Bureau, Arts Huntsville, Alabama Mountain Lakes Tourism Association, Downtown Huntsville, Inc., the Huntsville-Madison County Hospitality Association, and other community partners.

Candidate must be flexible with the hours and able to work evenings and weekends when special events arise. Periodic evening and weekend availability is required to support after- hours and weekend events.

### **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.

*HMA is a non-smoking facility.*

Learn more about HMA at [www.hsvmuseum.org](http://www.hsvmuseum.org).

### **Responsibilities:**

- Responsible for all aspects of marketing, public relations, and internal and external communications
- Develop and implement comprehensive communication plan – including traditional and non- traditional tactics with a strong focus on digital marketing
- Create, manage and forecast department budget in accordance to communication plan
- Work closely with Development Department to build brand awareness and generate leads for sponsorships, membership and ticket sales
- Write and distribute all press releases, media alerts and media invitations, as well as secure interviews with media and act as primary spokesperson for the Museum
- Develop and maintain relationships with media for coverage opportunities, and monitor media mentions for press archives
- Handle all media buying (local, regional and national) and negotiate for best rates and frequency, as well as value-added opportunities
- Manage production of television and radio commercials (script writing, talent selection, and editing)
- Design, write copy, and oversee printing of all ads and branding collateral
- Execute all WordPress website updates and changes as needed

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- Measure and track performance metrics and manage Google Analytics
- Oversee e-blast communication and social media strategy performed by the Communications Associate
- Manage third party transaction software and maintain ticketed events setup
- Manage all community relations efforts by maintaining promotional items, attending public events and interacting with expo/tradeshow attendees
- Editor of the Museum's quarterly publication ArtViews (40-page magazine with a circulation of 10,000+) to include managing and executing all aspects of the publication from content development, layout and design management, production and distribution, in addition to selling ad space
- Attend bi-monthly Board of Directors' meetings and report on the measurable performance of all digital marketing campaigns and deliver recommendations based on my analysis

### **Requirements:**

- Bachelor's degree in public relations, marketing, communications, journalism, or similar
- Minimum of 5 years of experience in a senior communications management position
- Strong written, verbal and editing skills with ability to write concisely
- Strong organizations skills and ability to multitask and manage multiple deadlines on a continuous basis
- Established relations with area media
- Experience with public speaking and speaking on camera
- Proficient in WordPress and social media platforms
- Must be able to work a flexible schedule to include nights and weekends
- Ability to work well with staff, Board, volunteers and clients
- Professional Attire

*The above responsibilities are generalizations to describe the principal work functions of the job and shall not be considered as a detailed description of all work requirements that may be in the position.*

Send Director of Communications application (cover letter, resume, and three professional references) to [careers@hsvmuseum.org](mailto:careers@hsvmuseum.org). Competitive salary commensurate with work experience.

**The Museum hires for multiple position openings at any given time, so please include the full title of the position that you are applying for in the subject of your e-mail. *No phone calls please.***