



Huntsville Museum of Art

HUNTSVILLE MUSEUM OF ART

JOB TITLE: Communications Director

Department: Communications

Reports to: Executive Director

FLSA Classification: Full-Time, Exempt

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 with communication plan.
- Work closely with the Development Department to build brand awareness and generate 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, or work with graphic designers to complete design projects.
- Execute all WordPress website updates and changes as needed.
- Measure and track Key Performance Indicators (KPIs) (website, social media, etc.) and manage Google Analytics and the museum's Google Ads account.
- 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/tradeshows 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.
- Manage Gala website including interfacing with Maxgiving, inputting event information, inputting silent auction and buy now take later items, managing ticketing, and managing post-Gala item sales of artwork.

- Manage phone system including helping users set up voicemail, troubleshooting minor issues, working with Agile on larger issues, changing the Museum's customer-facing greeting periodically, updating users as they leave or on-board the museum.
- Coordinate with third-party photographers to cover Museum events such as exhibit openings, Voices, Skating in the Park, staff headshots etc.
- Develop and execute communications plan for Skating in the Park including securing media coverage, placing ads, entering into trade agreements with various TV, radio, print, and digital outlets, emceeding the opening day ceremony, promoting the event throughout the season, and responding to questions and comments on social media as well as announcing weather closures and delays including on holidays such as Thanksgiving, Christmas, and New Year's.
- Manage and oversee the Communications Associate whose primary responsibility is HMA and Skating in the Park social media accounts.

QUALIFICATIONS:

- 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 organizational skills and ability to multitask and manage multiple deadlines on a continuous basis.
- 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.

To apply for the Director of Communications position, send in your cover letter, resume, and three professional references to 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.*

Job Type: Full-time

Pay: \$50,000.00 - \$62,000.00 per year

Benefits:

- 401(k)

Updated: March 1, 2023

- 401(k) matching
- Dental insurance
- Employee discount
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- 8 hour shift