HUNTSVILLE MUSEUM OF ART

JOB TITLE: Communications Associate
Department: Communications
Reports to: Communications Director
Full-Time, Non-Exempt

RESPONSIBILITIES:

- Develop innovative and creative media content (to include text, images and video) across all relevant social media platforms (i.e., Facebook, Instagram, Twitter, Threads, LinkedIn, Tik Tok and YouTube) for the Museum year-round and for Skating in the Park seasonally
- Develop and 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 campaigns through MailChimp
- Update website as needed
- Setup and monitor e-commerce site for ticketed events
- Submit upcoming events to community calendars
- Assist Communications Director with preparing and distributing press releases and media advisories
- Represent the Museum on camera with media in absence of Communications Director
- Assist Communications Director with development and delivery of ArtViews magazine
- Create artwork and graphics for print and digital materials (ads, brochures, signage, etc.) as needed
- Assist with administrative support for Communications Department
- Attend local professional luncheons and meetings as needed for networking opportunities
- Other duties as assigned by Communications Director
QUALIFICATIONS:
- Bachelor's in Communications, Journalism, Marketing, Public Relations or related field – required or equivalent experience
- Minimum of two years of experience in Communications/Public Relations/Marketing - required (internships and some school projects are accepted as experience)
- 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
- Basic ability to troubleshoot hardware and software issues

DIVERSITY AND INCLUSION
The Huntsville Museum of Art values diversity in all its forms and actively encourages candidates with diverse backgrounds to apply. It does not discriminate against any candidate or employee based on race, national origin, gender, marital status, sexual orientation, age, disability, religion, or veteran status.

HOW TO APPLY
Please submit a cover letter, resume/CV, and names of 3 references and your professional relationship, with contact information to: Sherry Brukner, Director of Communications sbrukner@hsvmuseum.org. References will not be contacted without prior permission of the applicant.