

# YELLOWSTONE ART MUSEUM POSITION DESCRIPTION

## Communications Manager

**Reports to:** Executive Director

**Supervisory responsibilities:** Marketing Coordinator, Contract personnel

**Status:** Full-time, exempt

### ***Position summary***

The Communications Manager is responsible for increasing public awareness of the Yellowstone Art Museum and its programs by identifying and pursuing innovative opportunities to market the museum. This position oversees the full communications plan for the museum, works collaboratively across departments, lead the Communications & Marketing Team, and supervise any contract designers for general marketing, promotional, and fundraising materials. This position serves as the museum's media relations contact.

- Vision, planning, and execution of a full Communications Plan
- Annual budgeting for all Communications and Marketing needs
- Coordination of advertising strategy
- Media and public relations

### ***Primary responsibilities***

#### Publications and Museum-wide Communications Management

- Organize and implement the full Communications Plan and calendar for the museum.
- Oversight for all design and printing of marketing materials, including but not limited to newsletters, general and membership brochures, rack cards, and special event publications.
- Maintain communications with Curatorial staff on design and production of temporary exhibition and collection-based publications, including but not limited to catalogs, invitations, gallery guides, and banners to ensure coherent identity for each exhibition and efficient use of vendors' services.
- Maintain communications with Education staff on design and production of education-related collateral materials.
- Maintain communications with Development and Special Events staff on design and production of collateral materials required for fundraising.
- Maintain a comprehensive understanding of the museum's communications. Collaborate across departments to ensure communications are cohesive, meet Museum standards, and convey a consistent brand to both internal and external stakeholders. Across departments, ensure the museum's graphic standards are adhered to and assist in refining them.
- Assist the Marketing Coordinator with design work as needed.
- Plan content and prepare copy as needed, and obtain visuals as needed.

## Advertising

- Work with the Marketing Coordinator to refine and maintain the museum's marketing plan and create targeted plans for each major program or special event.
- Maintain and/or secure key advertising venues (print media, airport, street banners, cultural partners, etc.).
- Coordinate video production for exhibition and special event advertising, to be completed by Marketing Coordinator or Contracted Personnel.
- Work with other staff to ensure that temporary and permanent signage needs are met (sponsors, temporary regulations, wayfinding, hours, etc.).

## Media and public relations

- Create and distribute press releases.
- Maintain up-to-date media and VIP contact databases.
- Serve as point person for all social media related marketing
- Organize press conferences, as required.
- Serve as back-up media spokesperson and participate in problem-solving for public relations issues.

## **Secondary responsibilities**

- Provide special event support, especially for Yellowstone Art Auction and other key fundraisers. Take advantage of opportunities to promote the museum at others' community events.
- Collaborate with other staff to create and distribute e-newsletter for trustees, members, and key friends of the museum.
- Work with the Finance Director annually to determine the marketing budget and manage board-approved annual budgets.
- Maintain archive of publications and advertising produced, as well as a photo-archive of museum activities.
- Cross-departmental IT troubleshooting.
- Other duties as assigned.

## **Minimum skills and qualifications**

- Bachelor's degree, preferably in marketing/communications.
- Graphic design skills a must; skill in In-Design, Adobe design and image management programs required.
- Excellent written communication with detail on accuracy and oral communication skills a must.
- Excellent organizational, project management, and multi-tasking skills; close attention to detail, flexibility, and the ability to adapt to a fast-paced environment and reprioritize tasks as needed; self-directed.
- 3-5 years' experience in marketing, public relations, or related field preferred.
- 1-3 years' experience in team leadership, preferably in communications and marketing.
- A desire to work with people; an ability to be diplomatic.
- Valid Montana driver's license.

**Hiring Salary Range:** \$50,000 - \$64,000 based on experience level

The Museum has an open-door policy intended to ensure that all employees are treated with dignity, equity, respect, and trust. All employees are expected to participate in open and honest communication whereby employees respect input they receive, they listen, clarify, and strive for

consensus. Federal law and Museum policy require that there be no discrimination against any employee or applicant for employment because of the individual's race, color, creed, ethnicity, religion, sex, sexual orientation, transgender status, gender expression or identity, national origin, ancestry, age, height, weight, disability, political affiliation, military or veteran status, or any other basis now or in the future protected by federal, state, and local law, ordinance, or regulation with respect to hiring, promotion, firing, compensation, or other terms or privileges of employment. In addition, the Yellowstone Art Museum does not discriminate on the basis of marital status, veteran or military status, or other condition outlined in the Americans with Disabilities Act. In addition to strict adherence to EEO laws, the Yellowstone Art Museum complies with the Fair Labor Standards Act, the Equal Pay Amendment, and all laws relating to sexual harassment. The Museum also complies with the Family Medical Leave Act.

**To apply:**

To apply for this opportunity, please submit a cover letter, resume, and three professional references (will not be contacted without advance permission) to [adminassist@artmuseum.org](mailto:adminassist@artmuseum.org). Applications will be reviewed on a rolling basis starting August 19, 2024, and only complete applications will be reviewed.

No phone calls please.