ENTRY-LEVEL COMMUNICATIONS MANAGER

The Communications Manager (CM) builds awareness of the Historical and Cultural Society of Clay County (HCS) and grows audiences to its programs. The CM develops, implements, and manages strategic communications initiatives that build and strengthen HCS’s presence and reputation with key stakeholders. The CM handles media relations and outreach to members, donors and the general public; oversees all print and electronic publications; and directs marketing efforts. The CM employs both traditional and emerging tactics and initiatives.

This is a full-time, exempt position that reports directly to the Executive Director and works closely with both programmatic and administrative staff in the implementation of duties.

EXPECTATIONS FOR HCS EMPLOYEES

▪ Represent HCS in a professional manner (through dress, speech and correspondence) at all times.
▪ Complete assignments by stated deadlines.
▪ Ability to take initiative, work flexibly, and work well both independently and collaboratively.
▪ Willingness to fill in for HCS team members in Visitor Services as needed.
▪ Keep current with museum best practices, regulations and procedures as they pertain to the position’s sphere of responsibility.

HOW DOES THE COMMUNICATIONS MANAGER HELP HCS ACHIEVE ITS MISSION?

▪ The CM develops and implements communications initiatives that allow HCS to cultivate and enhance meaningful relationships with stakeholders (including the media, members and donors) and with the general public, and makes HCS more visible and relevant.

▪ The CM effectively and efficiently works with the Executive Director, Board and HCS staff to ensure a cohesive vision, voice and message.

▪ The CM advances the awareness and recognition of the work and impact of HCS and its initiatives, maximizing all available technologies (print, broadcast and electronic) to promote its programs and mission to stakeholders and the general public. Ensuring the visibility and accessibility of HCS attracts visitors, and encourages and maintains financial support.

▪ By cultivating knowledge of HCS’s mission and programs while maintaining an “informed visitor” perspective, the CM is better able to communicate about and promote HCS and its programs to ensure the widest possible audience.

SPECIFIC DUTIES

▪ **Strategic Direction and Oversight.** Recommends a communications strategy that maximizes awareness of HCS’s activities with key stakeholders, including the media, members/donors and the
general public. Works with the Executive Director and staff to envision communications initiatives tied to organizational and programmatic strategies, goals, priorities and deadlines.
- Develops a comprehensive communications approach that articulates an accurate and engaging representation of HCS, its mission and its programs.
- Annually builds and refines throughout the year an integrated communications, marketing and outreach plan and budget that tie into planned exhibits and programs and on-going branding opportunities, and provides room for unplanned opportunities.
- Identifies primary audiences and key stakeholders, and crafts appropriate messages and materials to reach them, regularly revisiting key HCS messages aimed at prioritized audiences.
- Identifies indicators that will measure the outcome of communications efforts; tracks coverage and measure the outcome of communications efforts.

- **Media Relations.** Actively engages, cultivates and manages press relationships in both print and broadcast.
  - Writes and disseminates press releases and advisories to meet both internal and external deadlines.
  - Handles media queries by providing prompt and accurate information, coordinating interviews with the Executive Director, and coordinating and supervising film and photo shoots.
  - Proactively identifies media opportunities, developing and pitching stories related to exhibits, events or programming, and also honors/grants bestowed upon or by HCS. Encourages staff to identify opportunities for press coverage.
  - Cultivates and maintains press/media relationships locally and regionally; keeps updated list of contacts.

- **External Communications.** Establishes and implements HCS’s overall communications strategies, including brand awareness and public relations, in tandem with the Executive Director. Manages HCS’s communications products and services including newsletters and other print materials; web, e-news and other online communications; media and public relations; marketing; and communications with members, donors and funders.
  - Ensures that HCS news and highlights of exhibits or events are shared regularly, in a timely fashion and effectively with stakeholders and prospective donors.
  - Manages media files, including electronic, hard copy, video and photos.
  - Supports fundraising efforts by working with Executive Director on preparing correspondence and print materials for mailings.
  - Works closely with programming staff on promoting specific exhibits and events
  - Prepares talking points, speeches, presentations and other supporting material as needed.

- **Marketing, Outreach and Promotion.** Develops a comprehensive annual marketing and outreach plan with budget that dovetails with communications efforts. Keeps current with latest trends and strategies.
  - **Advertising and Promotion.** Places ads in print and electronic publications, radio and television. Identifies and secures placement for listings, public service announcements in community calendars and the like.
  - **Writing and Editorial.** Write, edit and coordinate production of all HCS print or on-line materials, including the quarterly print newsletter, a twice-monthly e-newsletter, occasional email blasts, exhibition materials, and general museum information such as rack cards, current exhibit hand outs, etc.
- **Production and Dissemination.** Conceives of, implements and determines/handles dissemination of print and e-communications, working with a graphic designer or handling simple design to implement.
- **Social Media.** Develops and manage HCS’s on-line presence, seeking new solutions and advances in website technology and implementation of new tools and upgrades when necessary.

**REQUIRED WORK/LIFE EXPERIENCE AND SKILLS**

- Undergraduate degree in communications, marketing, journalism, English or Museum Studies; relevant experience considered, especially in the fields of communications, marketing, public relations or journalism.
- Superior persuasive communications skills (oral and written).
- Organized self-starter with excellent organizational and time-management skills who can manage multiple projects and deadlines; ability to prioritize.
- Attention to detail and accuracy.
- Effective and efficient research techniques, particularly in performing Internet research.
- Excellent computer skills; experience and high degree of comfort with website maintenance and social media management critical; experience and medium-degree of comfort with desktop publishing and graphic design software a plus.
- Positive interpersonal skills.
- Ability to operate as an effective tactical as well as strategic thinker.
- Ability to negotiate pricing, sponsorships, and trade-outs a plus
- Experience in video and podcast production a plus but not a requirement.
- Experience with graphic design a plus but not a requirement

**INDICATORS OF SUCCESS**

- HCS’s public image and brand identity is strengthened by the clarity and crispness of its communication programs.
- Successfully, proactively and in a timely fashion creates and disseminates a wide variety of communications and marketing materials in various formats that support HCS and its work.
- Comfortably initiates and sustains communication with the media and HCS’s stakeholders, and eloquently, accurately and consistently conveys HCS’s message to a wide variety of audiences.
- Production of publications, press releases and other communications efforts meet deadlines (both internal and external).
- HCS’s public image and brand identity is strengthened by the clarity and crispness of its communication programs.
- HCS has a consistent presence in local and regional media.

To apply: Send résumé, cover letter, and three references with contact information to Executive Director Maureen Kelly Jonason at Maureen.jonason@HCSmuseum.org Position open until filled.