

## **COMMUNICATIONS ASSISTANT**

Part-time/Non-Exempt/20 hours a week, variable hours Tuesday through Friday, incorporating occasional evenings and weekends as needed. The Museum is an EOE.

The Communications Assistant is a part-time communications specialist with excellent public engagement, writing, computer, and organization skills that is able to participate within a fast-paced, multi-layered public relations and marketing program. Position requires organizational, writing and communication skills as well as 1+ year experience with media and public relations (prior internships considered). Knowledge of Word for Windows, Excel, PowerPoint, Outlook as well as HTML, data base management and social networking a must. Position reports to the Director of Communications.

## **TASKS AND RESPONSIBILITIES**

- Assists with publicity research, building media contact lists of local, national, and international art critics, editors, feature writers, freelance writers, bloggers, social media influencers, and broadcast journalists for the purpose of enabling the Director of Communications to develop extensive press coverage of exhibitions and other Museum activities. Helps with the research, writing and editing of select press releases and other media related outreach.
- Assists with the Museum's Community Awareness Initiative which includes working with the Community Outreach Manager to research community outreach opportunities, working in the field at select events, and helping to facilitate the outreach team. This Initiative, led by the Director of Communications, engages with Education, Advancement/Membership, and Human Resources to extend the Museum's brand and message throughout the region, building audience, recruiting volunteers, and identifying other community opportunities.
- Helps the Director of Communications manage the Museum's online presence, including website, blog and social media portals. This includes updating the website as directed, assisting with the creation of e-blasts, drafting social media editorial calendars, populating the Museum's multiple social media platforms, and participating in the research and development of strategic social media campaigns.
- Helps to track, monitor, and manage earned media placements and social media success. This includes becoming proficient with the use of the Museum's media monitoring software, preparing media reports, scanning/clipping, and other similar activities.
- Helps to manage onsite media, photographers, and other guests as directed by Director of Communications.
- Occasionally assists with design tasks, and works with other departments to collect assets for content development.

**DESIRED SKILLS AND EXPERIENCE**

Position requires excellent written and oral communications skills as well as strong organizational ability for detail-oriented work. Candidate must have the ability to handle multiple projects simultaneously under tight deadlines while meeting shifting demands and priorities. Must be self-motivated, capable of living in a fast-paced environment and able to identify potential problems and work toward finding solutions. Must be a critical thinker that is willing to accept constructive feedback and a desire to learn. Experience in fields of art, museums, journalism, marketing, advertising, or communications a plus. Bachelor's Degree, or pursuit of such, in one of these fields preferred.