AUBURN
Human Resources

Dir, Museum Communications & External Relations

JOB INFORMATION

Job Code	AB25
Job Description Title	Dir, Museum Communications & External Relations
Pay Grade	MC12
Range Minimum	$71,940
33rd %	$91,120
Range Midpoint	$100,710
67th %	$110,300
Range Maximum	$129,490
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
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JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the Executive Director of the Jule Collins Smith Museum of Fine Art, the Director of Communications and External Relations leads the communications and external relations unit of the museum. Expanding the impact of art and ensuring positive impacts on audiences and other stakeholders, the Director manages exceptional and innovative communications, marketing, and relationships regarding the university museum and its 3000+ collection objects, exhibitions, and other programs and initiatives, including the Museum Shop and the Museum Café.

Serves as a key member of the museum's senior leadership team, collaborating on the execution of high-level administrative and budgetary matters, the establishment of policies and procedures, and long-range planning for exhibitions, engagement, and development, all to foster meaningful and transformative experiences for audiences at an institution that celebrates art, film, and cultural discourse. Responsible for developing and implementing strategy in execution of all communications and media relations, building relationships with broad and diverse audiences and other stakeholders to communicate and implement the Museum's vision of a highly creative, outward-facing, visitor-centered institution that welcomes everyone to explore, experience, and engage with the visual arts in service to the university, the region and the nation.

RESPONSIBILITIES

- Establishes the guiding principles of communications and external relations of the museum, providing overall management, direction, and oversight of the comprehensive public relations and marketing programs to actively engage new, diverse, and broad audiences across the region, state, and nation. Collaborates in all areas of development, curatorial, and education, engagement, and learning to grow support and stakeholder engagement through directing, managing, and supporting programmatic offerings, events, and visitation, all to ensure seamless, thoughtful and fully integrated scheduling, messaging, and engagement. Initiates, administers, and oversees special communication and marketing projects.
- Develops and implements strategy, with the senior leadership team, that promotes the museum and its opportunities and develops and sustains relationships with key external partners. Conceptualizes, plans, develops, implements, and manages three-year equitable and accessible communications and engagement plans that amplify the museum’s brand and increases involvement, investments and influence.
- Leads, administers, and manages the museum’s Communications and External Relations unit, including Visitor Services, Special Events, Art Design, and Multi-media staffs, inspiring and nourishing capacity and a culture of innovation, creative learning, risk-taking, transparency, experimentation, open communication, and accountability. Assists in updating and interfacing with the Advisory Board as requested. Builds and maintains a network of professional relationships with other professional colleagues locally, nationally, and globally; and represents the museum at local, regional, national, and international professional, academic, and social arts, communications, and external relations forums.

RESPONSIBILITIES

- Full supervisory responsibility for a strategically-focused staff is a major responsibility and includes recruiting, training, evaluating, and making or recommending pay, promotion, or other employment decisions. Keeps department staff informed with routine meetings and open communications.
- Develops and oversees the unit's annual budget and schedules, particularly tracking expenditures to ensure adherence to set goals, all in close collaboration with museum colleagues. Assesses unit functions, priorities, and processes to ensure efficiencies, excellence, and alignment with museum best practices and AAM accreditation standards. Demonstrates and requires adherence to the highest ethical standards.
- Oversees all media and public relations of the museum, serving as the initial point of contact for media requests (print, social, electronic) and working closely with the University's Office of Communications and Marketing and Office of Advancement. Identifies and develops key messages and copy points, and ensures consistency of messages across media, events, programs, and platforms. As necessary, generates and/or distributes media releases, public service announcements and feature stories. Cultivates relationships with press, including arranging for media representatives to attend museum events and coordinating interviews with designated staff. Ensures communication products are disseminated to the widest possible audiences, are of the highest quality and contain approved and appropriate content.
- Manages and directs effective external relations and visitor-centric programs to grow and steward stakeholders, overseeing the Visitors Services sub-unit, including the Museum Store and Café, and their staffs, students and volunteers, advocating for needs of visitors within exhibition environments and public spaces. In collaboration with colleagues, develops, oversees and manages flawless, strategic, and engaging events, including budgeting and scheduling ensuring excellent customer service is carefully coordinated with museum operations and stewardship responsibilities. As needed, conducts and/or collaborates on research and visitor studies, especially ensuring, as appropriate, the incorporation of technology into the visitor experience. All requires the development of policies and procedures consistent with the care of the collection, facility use and the safety of staff and visitors, branding and communications, stakeholder engagement, and earned income revenue streams.
- Manages and directs a compelling and relevant social media and digital/electronic program. Conceptualizes inventive online curatorial content and interpretive tools for an accurate and up-to-date museum website, as well as other digital platforms and formats, embracing social media, digital, and technology opportunities such as crowd sourcing, augmented reality, and virtual art experiences. Coordinates recording, filming, and streaming selected programs for distribution via website and social media that enhance marketing, branding, and promotional activities to broaden the museum's reach and increase stakeholder engagement.
- Oversees all videography and photography operations and resources related to communications and external relations to ensure total integration of museum engagement, visitor support, and development. Manages, supervises, creates, produces, casts, writes scripts and/or distributes high-end digital motion graphics, live/pre-recorded videos, commercials, and all other photography/video productions. As necessary, edits, produces, casts, and/or makes copies available for uplinks, videos, short story video packages, and other production purposes. Advises on the selection and/or purchase of equipment. Manages, analyzes, plans, coordinates and delivers videography and photography outreach to ensure efficiency, effectiveness and quality production and distribution of materials.
- Manages and directs all graphic production and advertising pieces, including the production and costs of engaging printed and web materials including but not limited to media kits, exhibition catalogues, advertisements, brochures, posters, banners, development materials and any other collateral for promotion and to expand awareness of partnerships, programs, and research. Utilizing market research and analysis, and promotion management, evaluates the distribution and effectiveness of the publication program and evolve as needed. Develops and maintains relationships with various publication outlets.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	No specific discipline required. Degree in Public Relations, Communications, Marketing, Journalism, Film or Video Production, Arts, Business, Museum, Cultural, or Visual Studies, or related field preferred.	and	5 years of	Experience in external relations and communications industry related to academic, media, marketing, and/or public relations, with an excellent customer service record with progressively increasing levels of responsibility and accountability. Technological experience in developing digital projects or record of scholarly, educational, and/or artistic digital projects. Must have 2 years of experience directly supervising full time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, and strategies.	
Ability to write for various audiences and in various formats.	
Knowledge of broadcast, electronic and print mediums, and related industries' operational practices.	
Established working relationships with local, state, and national media and communication outlets.	
Demonstrated commitment to an engagement-centered institution that values partnerships and on-site, off-site and on-line.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting			X			
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically, should have depth perception and the ability to distinguish colors.