



1025 Museum Circle • Jacksonville, FL 32207 • (904) 396-6674 • www.themosh.org

DIRECTOR OF COMMUNICATIONS POSITION DESCRIPTION

DEPARTMENT: MARKETING
IMMEDIATE SUPERVISOR: DEPUTY DIRECTOR
STATUS: FULL-TIME/EXEMPT
HOURS: 40 HRS. /WEEK

THIS POSITION SUPERVISES THE FOLLOWING STAFF:

Creative Coordinator

POSITION PURPOSE:

This position is responsible for Museum brand integrity, public relations and marketing strategies to position the Museum as a regional destination as well as build audiences for programs and exhibits. Provides Museum Leadership as member of Executive Team.

DUTIES AND RESPONSIBILITIES:

- Strategizes with key staff on press interactions and promotion strategies;
- Leads branding and marketing strategies;
- Maintains an excellent working relationship with press and other media;
- Works diligently to promote the Museum and implement new publicity strategies to reach current and potential visitors;
- Develop and execute integrated marketing and public relations campaigns to promote exhibits, special events, educational programs and fundraisers;
- Utilize broad-based strategy to market museum, including traditional and emerging forms of social media;
- Edit media releases, copy for brochures, rack cards, fliers, ads, text panels;
- Edits and distributes information on Museum exhibitions, programs, collections, donations, etc. to media outlets, other marketing venues and Museum staff;
- Manages inquiries and provides information, photographs and coordinates interviews for news and editorial requests;
- Create advertising plan to promote museum exhibits and programs and serve as primary contact for agency of record;
- Oversee website design and content, social media, graphic design and printing;
- Cultivate and leverage relationships with partner organizations to include, but not limited to Visit Jacksonville, Cultural Council of Greater Jacksonville, FAM, AAM, ASTC and media outlets to promote the museum;
- Serve as museum spokesperson and primary media contact; Coordinate and assign on-air interviews;

- Collaborate with external advertising agencies as necessary;
- Oversee the creation of e-communications and social media to effectively and efficiently communicate with various audiences including members, teachers, elected officials and the general public;
- Responsible for annual marketing department budget;
- Track, analyze and report on annual media coverage and reach;
- Must be proficient in the use of Altru, the Museum's POS and data management system;
- Performs other related duties as required.

ACCESS REQUIREMENTS:

Access to all public area of the museum; access to support spaces designated by Executive Director.

SPECIAL AUTHORIZATION:

Authorized to speak as a spokesperson for the Museum to media.

QUALIFICATIONS:

To be successful, an individual must be able to perform each job duty satisfactorily.

EDUCATION AND EXPERIENCE

The qualified candidate will have

- A bachelor's degree in communications, journalism or related field from an accredited college or university;
- A minimum of 5 years of experience in a public relations/media role (7 years experience preferred);
- A minimum of 3-5 years of supervisory experience;
- Experience with budgeting.

SKILLS AND ABILITIES

- Strong knowledge of computer applications;
- Excellent written and verbal communication skills;
- Effectively present information and respond to questions from managers, clients, customers and the public;
- Familiar with Altru POS system;
- Ability to manage multiple projects simultaneously to meet deadlines.

TIME COMMITMENTS:

Hours generally fall within Monday through Friday, from 8:30 a.m. to 5:00 pm. Must attend meetings of the Board of Trustees and assigned committees/advisory board meetings. Media related activities may require working at early or late hours and weekends.

DISCLAIMER:

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

ACKNOWLEDGEMENT

I have read and understand the above job description. If the description is altered, I will be presented with an updated copy to sign which I will keep a copy and one copy will go into my personnel file.

Employee (Print Name)

Date

Employee (Signature)