

# THE BRONX MUSEUM

## FULL JOB DESCRIPTION

<b>Position Title:</b>	<b>Associate Director of Marketing and Communications</b>
<b>Position Type:</b>	Full-time
<b>FLSA Status:</b>	Exempt
<b>Union Status:</b>	Non-Union
<b>Compensation:</b>	\$68,000 - \$75,000 Per Annum
<b>Benefits:</b>	After 3-months of work, eligible for vision, dental, and medical insurance, as well as a 401(k) savings plan. Eligible for a pension plan after 1-year of service. Paid vacation, sick, holiday, and personal leave.
<b>Location:</b>	Hybrid eligible
<b>Reports to:</b>	Deputy Director
<b>Supervises:</b>	Communications assistant, contract graphic and media designers, vendors

### **Mission of The Bronx Museum of the Arts**

The Bronx Museum of the Arts is a contemporary art museum that connects diverse audiences of the Bronx to the urban experience through its Permanent Collection, Exhibitions, and Education programs. Reflecting the borough's dynamic communities, the Museum is the crossroad where artists, local residents, national and international visitors meet.

Since its inception in 1971, The Bronx Museum has prioritized serving the culturally diverse communities in which it was founded. Always free and open to the public—so there are no barriers to access—the Museum's contemporary art programming expresses the borough's tremendous cultural and community wealth, striving to be an open, inclusive, and equitable place where all feel welcome.

The Bronx Museum is committed to diversity, equity, and inclusion as core values. As an institution, we:

- Appreciate and leverage our broad and distinct differences, and involve and reflect the communities we serve;

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- Align our policies, practices, and resources that eliminate barriers so that people of all races, cultures, socioeconomic status, and perspectives have genuine opportunities to contribute and thrive; and
- Create an environment in which everyone feels valued and respected.

## **Position Description**

The Associate Director of Marketing and Communications develops and implements strategy-driven, creative, and engaging messaging to engage growing audiences and increase visibility of the Museum and its offerings via digital and traditional outlets including the Museum’s website, email newsletters, social media, and printed materials, and builds and manages communication campaigns around exhibitions, education and public programs, events, and special projects, including a forthcoming renovation which is slated for completion in 2025. The position also works in close collaboration with the Museum’s Public Relations firm to advance media relations and promotion efforts. The ideal candidate will have a strong background in communications, with experience in social media strategy and implementation, along with exemplary writing, public speaking, and strategic planning skills.

## **Responsibilities**

Major responsibilities include, but are not limited to:

- Manage The Bronx Museum’s overall marketing and communication strategies, both printed and digital, to support the visibility of the Museum, programs, events, projects and initiatives
- Develop marketing, promotion, and communication campaigns, working in collaboration with Museum leadership and program directors
- Ensure message consistency across all communication outlets, including website, newsletters, public relations, social media posts, printed materials and advertisements
- Develop, write and edit clear and error-free content that reflects the Museum’s tone of voice in a compelling manner; propose copy and design concepts to engage diverse audiences and stakeholders
- Develop and oversee the design and production of printed marketing materials (brochures, pamphlets, etc.) and digital assets, including weekly program announcements and monthly newsletters
- Create website and social media content, implement digital engagement, actively listen to relevant community conversations, constructively interact with users, and monitor trends, track and report on analytics
- Maintain The Bronx Museum’s brand guidelines and ensure consistency across all platforms

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- Oversee media listings in key outlets for exhibitions, programs, and activities
- Work closely with the Museum's Public Relations firm to create press materials, obtain reviews, features, and coverage of programs
- Coordinate press previews and filming; assist media at exhibition openings, public programs, and other events
- Maintain open communication with Bronx Museum colleagues to stay informed on upcoming events and initiatives
- Track and report on the success of marketing efforts and campaigns
- Positively represent the Museum at events and community meetings, including evening and weekends
- Other responsibilities as assigned

## **Qualities needed to succeed**

- Creative and strategic thinker who enjoys finding imaginative solutions to complex problems.
- Excellent communication skills—both written and oral—who is comfortable interfacing with diverse stakeholders in a range of styles
- Proven understanding of print and digital marketing, and social media best practices, platforms, and trends
- Technically proficient in WordPress, Adobe Suite, Hootsuite, Mailchimp or Mad Mimi and related tools
- Strong attention to detail, and comfortable managing, prioritizing, and completing parallel tasks and projects in a timely and thoughtful manner
- Strong work ethic and an active listener who is eager to work with a small, hands-on creative team.
- Comfortable presenting concepts and ideas both internally and externally
- Great interpersonal, analytical, and problem solving skills
- Ability to act with integrity, professionalism, and confidentiality
- Able to work independently and in a fast-paced work environment

## **Cultural Commitment**

- Acts as an example to employees: mentoring and coaching junior staff
- Supports the Museum's vision and goals both externally and internally
- Commits to fostering, cultivating, and preserving a culture of diversity, equity and inclusion, while incorporating respectful communication, teamwork, and employee participation

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## Education and Experience

- Bachelor's degree in Communication, or related field preferred, ideally in a museum or visual art setting
- 4-6 years of experience in marketing and communications, both print and digital
- Museum, Visual Art, or Non-Profit background preferred

## To Apply

Deadline: September 30, 2023

Please email a resume and cover letter to [humanresources@bronxmuseum.org](mailto:humanresources@bronxmuseum.org) and include **"Associate Director of Marketing and Communications"** in the subject line.

Selected applications will be contacted. Due to the high volume of resumes we receive, we will not be able to respond to phone calls or emails regarding the status of applications.

The Bronx Museum of the Arts is an equal opportunity employer.