



Director of Marketing and Communications

Job Summary

The Director of Marketing and Communications manages the communications department, including publications, public relations, graphic design, and crisis communications, and reviews all branded projects produced by the Museum and its departments. This position also requires community and government relations to deliver a high level of visibility that conveys the image and positioning of the VBMA in ways that increase awareness, attendance, and revenue, build new audiences, expand donor and corporate relationships, and improve general goodwill towards the Museum.

Responsibilities:

- Maintaining the website and directing and producing the Quarterly Newsletter, Annual Report, pre-program and member-opening PowerPoints, and brochures for select programs, including Film Studies, the Atlantic Classical Orchestra, and the International Lecture Series.
- Serve as editor for all communications, including Quarterly Newsletter, Art School Brochures, and Member opening invitations.
- Manage communications department staff and implement all public relations strategies, activities, and dissemination of press materials.
- Develops and manages an annual marketing plan and budget for the Museum by writing the narrative, projecting costs, determining necessary adjustments, and reviewing expenditures.
- Organizational Branding Oversight.
- Explores and adopts new channels, methods, and platforms to optimize marketing budget and communications through detailed marketing data analysis.
- Ability to work cross-departmentally with organizational stakeholders.

Media Relations:

- Distributing press releases and pitching stories for appropriate exhibitions, events, and programs and promptly communicating with the media regarding news coverage, interviews, and feature stories.
- Draft all press materials and maintain/manage the press extranet site.
- Arrange press interviews for the Executive Director/CEO and stakeholders on sensitive and/or controversial issues; recommend a public relations course of action in a crisis and routine public relations situations.
- Serves as Museum spokesperson in crises and handles all crisis communications, written statements, and press inquiries with Executive Director/CEO.
- Develops and updates media relations and social media policy.
- Ability to media train senior staff on correct interview techniques before media contact, as needed.
- Frequently acts as a Museum Spokesperson, representing the Museum at community meetings, media interviews, and at local, state, and national functions including but not limited to Indian River Chamber of Commerce, Tourism Boards/VISIT FLORIDA, IR Cultural Council.
- Coordinates and manages all media tours and press conferences.

Advertisements:

- Responsible for media buying, creating and maintaining all traditional and digital advertisements for the Museum, including print, direct mail, television, radio, trade, digital ads, and more.
- Responsible for Group Sales Marketing and the promotion of group tours.
- Lead the creation of all marketing assets related to exhibitions, including interior and exterior banners, as well as advertising efforts surrounding the exhibitions and signature events i.e. International Lecture Series, in collaboration with Museum staff.

- Liaise with the Collections and Exhibitions staff on the approval process and contractual obligations for exhibition promotion.

Social Media:

- Develop overall social media strategy and oversee the Social Media presence of the organization.
- Review social media posts with the Social Media Coordinator and seek approvals as necessary.
- Produce and create an annual plan for e-news & e-blasts in collaboration with the Education and Development team.

Special events:

- Develop the marketing timeline and advertising to promote awareness and attendance for special events and programs.
- Monitor and serve as staff contact for emails from the website info@vbmuseum, formulate responses, and/or distribute emails to appropriate staff to respond.
- Responsible for marquee signage and creating an annual schedule with input from the Director of Development.
- Work with our partner organizations to communicate joint events and programs.
- Work with other departments to supply material for events when needed

Functional Relationships:

Reports to the Executive Director/CEO. **Works closely** with the Executive Director and senior management team - Director of Development, Director of Education, Chief Curator, and all staff members. Supervises Graphic Designer and Media Specialist and Part-Time Social Media Coordinator.

Qualifications:

- BA degree required, Master's degree in business, communications, or related discipline: English, speech, journalism, and experience in a Museum or other not-for-profit preferred.
- Ten (10) years of professional-level experience in the research, written preparation, and dissemination of information to the public through such media as publications, broadcasting or public speaking.
- Outstanding communication and interpersonal skills demonstrated in a fast-paced, high-volume environment with a broad range of internal and external constituencies.
- Ability to handle short-term tactical activities within a long-term strategic marketing plan.
- Calls for flexibility, impeccable interpersonal skills, and the ability to network and interact with all staff levels, notably board members, patrons, donors, and visitors.
- Must be proficient in Microsoft Word, Excel, PowerPoint, Google Analytics, and Outlook with accurate typing ability. Knowledge of digital content systems would be a plus.

Benefits:

- Vacation time
- Sick time
- Float Days
- Holiday Pay
- Free Museum Membership
- Medical
- Dental
- Vision
- Voluntary Life
- 403b with Match

Pay:

\$75,000 - \$85,000 per year

The Vero Beach Museum of Art is an Equal Opportunities Employer and seeks diversity in its workforce. The Museum is committed to attracting, retaining, developing and promoting the most qualified employees without regard to race, color, sex, age, religion, national origin, ancestry, sexual orientation, pregnancy, gender identity or expression, physical or mental disability, or past, present, or future service in the uniformed services of the United States, or any other characteristic prohibited by federal, state, or local law.

If you or anyone you know is interested in this position, please send a cover letter and resume to Danielle Elliott at delliott@vbmuseum.org