

POSITION: Communications and Membership Manager

REGULAR FULL-TIME

REPORTS TO: Executive Director

OVERVIEW

The Communications Manager is responsible for facilitating the marketing, communications, memberships, and public relations for MCASB. The Communications Manager implements marketing campaigns as directed and generates publicity, awareness, and institutional visibility for Museum in order to grow audiences and support the Museum's programming. The position is vital in ensuring that press and community partnerships remain strong while maintaining the institutional brand and voice of the Museum across all departments and marketing channels. Additionally, this role is responsible for building, maintaining, tracking, and growing the membership base at MCASB.

REQUIREMENTS

- BA or equivalent level of education and experience required.
- 1 - 3 years of directly related work experience in marketing, communications, and public relations is preferred.
- Excellent written, oral, and interpersonal communication skills with a demonstrated ability to present clearly and persuasively (ability to synthesize, transfer, and sell ideas).
- Knowledge of the visual arts is preferred but not required.
- Quick learner who is comfortable taking initiative and working independently.
- Digital design skills and experience using Adobe products is preferred but not required.
- Knowledge of e-marketing tools (MailChimp), social media management systems (Hootsuite), and constituent database software (eTapestry) is preferred but not required.
- Proficiency using a wide range of MS Office products including Word and Excel, as well as other software applications.
- Ability to prioritize multiple tasks with strong attention to detail.
- Comfortable working under pressure and tight deadlines.
- Demonstrate good decisions and sound judgment.
- Willing to work flexible hours including evenings and weekends as required.

ESSENTIAL FUNCTIONS

Museum Marketing

- Manage ongoing initiatives for audience loyalty and audience growth as directed by the Executive Director.
- Monitor and ensure institutional brand and image remains consistent throughout all departments at MCASB.
- Implement marketing and audience development plans in consultation with the Executive Director, with contributions from the staff.
- Develop and maintain relationships with regional colleagues.

- Assist in the implementation of events, openings, and programs that serve the Museum's broad audience.
- Maintain website including exhibition, event, membership, and general pages.
- Develop audience tracking methods that lead to data-driven marketing decisions.
- Assist in invoice coding and budget tracking.
- Research relevant topics and keep tabs on the marketing efforts of comparable institutions, while also tracking trends within the larger marketing community.

Public Relations and Advertising

- Maintain marketing partnerships/sponsorships with media and community partners.
- Work with Museum educators and curators to promote public programs, such as lectures, panels, and films.
- Manage media relationships, including responding to all media inquiries and image requests.
- Submit exhibitions and programs to various online calendar listings.
- Maintain local, national, and international media and public contacts for disseminating information. Research and write news releases and manages press events/previews.
- Disseminate information about exhibitions, programs, and events. Pitch story ideas as well as secure editorial placements.
- Maintain press clippings archive; help select press clippings for regular distribution Board of Trustees and compile quarterly press reports.
- Arrange interviews for Executive Director, artists, and staff.
- Keep an archive of relevant media kits and other advertiser information.

Digital and Print Media

- Edit content provided by programming departments and coordinates the design and production of all public information, graphics, and promotional marketing materials, including print materials such as announcement cards and brochures (excluding scholarly publications), email announcements such as monthly e-newsletters (via MailChimp), and social media campaigns.
- Facilitate the creation and production of administrative print projects (business cards, office signage, handbook covers, window clings, etc.) with aid of Assistant Director; edit any other print projects coming from other Museum departments and/or outside designers.
- Facilitate social media campaigns on multiple platforms (e.g. Instagram, Facebook, Twitter, Spotify, and YouTube) to develop new and deepen existing audience relations.
- Assist in the production of all signage for the Museum, including interior and exterior signs, monitors, wall labels, windows, etc.
- Edit and approve or provide content to Technology Manager for website updates.
- Facilitate development and distribution of marketing materials with graphic designer or occasional outside sources.

- Oversee all photography for MCASB events, format and maintain an archive of photographs for press.
- Maintain image archives and build out captioning documents as necessary.
- Facilitate all institutional audio-visual productions for promotional use.
- Maintain vendor relationships.
- Facilitate surveys and systems for tracking audience feedback through digital services and/or paper handouts.
- Work with vendors to get quotes on print jobs related to exhibitions and institutional marketing efforts.

Memberships

- Partner with the Executive Director in crafting communication unique to voice and vision of the membership program for acquisition and pipeline strategies
- Maintain member database, board dues, and charitable contributions
- Manage incoming memberships by phone, in-person, online, mail, and by referral
- Manually input data into our database (eTapestry) including various excel tracking systems
- Assist CFO with systems migration from eTapestry into Salesforce
- Generate metric analysis of weekly/monthly reports to the Executive Director and Board of Directors regarding renewals, new members, high-level members, prospects, and engagement opportunities
- Present membership statistics, strategies, and reports during Board Meetings
- Timely management of new and renewal process including writing/sending letters, providing relevant invoicing, and tax information as needed
- Conduct email and direct-mail marketing outreach to current and prospective members
- Research current/prospective members to deliver appropriate messaging in language, content, and offers
- Create new member packets, membership cards, renewal requests, and lapsed renewal requests with high attention to detail pertaining to each level benefits
- Photoshop, InDesign, and Excel are required
- Responsible for maintenance and accuracy of all member information
- Work events (public and members-only) to engage with community stakeholders with a focus of membership acquisition and relationship building
- Report to CFO with accurate records of incoming donations, restricted/unrestricted contributions, in-kind support, and all other charitable revenue streams
- Send acknowledgment letters and tax information to donors and include copies of documentation and correspondence in the database
- Respond to basic inquiries regarding membership billing and benefits
- Track inventory of catalogs and shipping supplies for new member packages