



**POSITION: Communications Manager**  
**REGULAR PART-TIME**  
**REPORTS TO: Executive Director**

## **OVERVIEW**

This position is responsible for initiating and carrying out the museum's marketing, communications, and public relations plans. The Communications Manager develops and coordinates the production and dissemination of media, publicity, and marketing materials; develops strategies for communicating with MCASB audiences; and supports promotion of the museum's public programs and programs with community partners. The position works in conjunction with other staff to promote all aspects of the museum's mission, ensuring editorial press coverage, institutional visibility, and the growth of an informed, engaged audience.

## **REQUIREMENTS**

- BA or equivalent level of education and experience required.
- 2 - 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 a strong plus.
- Digital design skills and experience using Adobe products is preferred but not required.
- Knowledge of e-marketing tools (Constant Contact), social media management systems (Hootsuite), and constituent database software (eTapestry) is a strong plus.
- Proficiency using a wide range of MS Office products including Word and Excel, as well as other software applications.
- Prioritize multiple tasks with strong attention to detail.
- Work under pressure and tight deadlines.
- Demonstrate good decisions and sound judgment.
- Ability to work flexible hours including evenings and weekends as required.

## **ESSENTIAL FUNCTIONS**

### **Museum Marketing and Public Relations**

- Manages institutional brand and image and sets branding and editing style guide with Senior Team.
- Develops marketing and audience development plans in consultation with the Executive Director, with contributions from the staff.
- Assist in the planning and implementation of events, openings, and programs that serve the museum's broad audience.

- Write and manage annual marketing and communications plan.
- Cultivates marketing partnerships/sponsorships with media and community partners.
- Works with museum educators and curators to promote public programs, such as lectures, panels, and films.
- Manages media relationships, including responding to all media inquiries and image requests.
- Maintains advance exhibition schedule; submits exhibitions and programs to various online calendar listings.
- Initiates, develops, and maintains local, national, and international media and public contacts for disseminating information. Researches and writes news releases and manages press events/previews.
- Disseminates information about exhibitions, programs, and events. Pitches story ideas as well as secures editorial placements.
- Maintains press clippings archive and compile quarterly press reports.
- Oversees all radio productions and editorial interviews.
- Arrange interviews for Executive Director, artists, and staff.
- Identifies potential public relations problems and advises of appropriate preventative actions.
- Manages all digital and print advertisements/campaigns (other than social media) (e-Flux, print ads, web ads, etc.) and directs outside agencies when necessary.
- Maintains systems for data tracking and analytics for all advertising campaigns and event/exhibition attendance, to fold into overall audience and awareness metrics.

## **Digital and Print Media**

- Edits content provided by programming departments and coordinates the design and production of all public information, graphics, and promotional marketing materials, including print materials like announcement cards and brochures (excluding scholarly publications), as well as email announcements such as monthly e-newsletters (via Constant Contact), and social media campaigns.
- Oversees social media platforms (e.g. Facebook, Twitter, Youtube, Instagram, Google+, to develop new and deepen existing audience relations. Knowledge of Hootsuite a plus.
- Edits and approves or provides content for website updates.
- Oversees development and distribution of marketing materials with the graphic designer or occasional outside sources.
- Oversees all photography for MCASB events, formats and maintains an archive of photographs for the press.
- Maintains image archives and builds out captioning documents as necessary.
- Oversees all institutional audio-visual productions for promotional use.
- Creates surveys and systems for tracking audience feedback through digital services and/or paper hand-outs.

- Maintains systems for data tracking and analytics for all digital and social platforms, including MCASB website analytics and survey data, to fold into overall audience and awareness metrics.

**Salary Range: DOE**

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To apply, please submit a cover letter, resume, two references, and availability to resume at [mcasantabarbara dot org](mailto:mcasantabarbara.org), with the subject line “Communications Manager”.

**About Museum of Contemporary Art Santa Barbara**

The Museum of Contemporary Art Santa Barbara is a non-profit, non-collecting art museum that advances creativity and inspires critical thinking through meaningful engagement with the art of our time. Celebrating its 38th year in 2014, The Museum of Contemporary Art Santa Barbara is the premier venue for contemporary art between Los Angeles and San Francisco.

Museum of Contemporary Art Santa Barbara provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Museum of Contemporary Art Santa Barbara complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.