JOB ANNOUNCEMENT

Organization: National Museum of Women in the Arts
Position: Communications and Marketing Associate
Type and Duration: Full-Time/Temporary; 4.5 months
Department: Communications and Marketing

POSITION SUMMARY:

The Communications and Marketing Associate will provide full-time, temporary assistance to help increase the museum’s visibility by publicizing and promoting exhibitions, programs, and museum initiatives. During this 4.5-month engagement, the Associate will assist the Director of Communications and Marketing in liaising and monitoring relationships between the museum and its strategic marketing and public relations firms. The Associate will support public relations, marketing, and advertising plans, solicit and edit marketing content from internal stakeholders, and manage all administrative duties for the department, including budget tracking.

This full-time, temporary position will support the museum’s Communications and Marketing team for an approximate duration of 4.5 months, leading up to and during a staff member’s parental leave. This position carries the possibility of further extensions.

RESPONSIBILITIES:

Communications
- Research, write, edit, and distribute press releases, media advisories, exhibition schedules, and calendars, by tracking deadlines and soliciting and fact-checking information from staff across the museum. Coordinate tasks and due dates using ClickUp project management software
- Maintain and research media contact lists and format and send press materials using the Cision Communications Cloud media database
- Respond to media inquiries, arrange interviews, and accompany and serve as primary contact with photographers and film crews (in accordance with relevant COVID-19 guidelines)
- Organize and coordinate the distribution of video and images via the museum’s digital asset management system, Asset Bank. Ensure assets have needed reproduction rights
- Assist director with drafting and editing content such as quotes and blog posts
- Update the website press room
- Assist in the preparation of board reports

Marketing
- Implement and measure success of exhibition and institutional advertising plans in conjunction with director and outside contractors
- Act as a project manager on select advertisements, signage, and collateral pieces
- Design, obtain quotes, direct print, and distribute museum materials
- Design and install interior way-finding signage and directories using Adobe Creative Suite
• Analyze and trouble-shoot visitor surveys
• Record in-person and virtual attendance data for museum stakeholders

**General departmental tasks**
• Serve as department’s point person for museum technology platforms, including, but not limited to Asset Bank, ClickUp project management, Acme ticketing, SharePoint, and all aspects of the Cision Communications Cloud database
• Process invoices and track departmental budget
• Train and work with departmental intern
• Assist with idea generation, development, and coordination of social media campaigns, including the #5WomenArtists campaign, as a participant in the institution-wide Social Media Working Group
• Act as the departmental website point person with responsibilities including, but not limited to, reviewing content on department’s web pages on designated schedule; inputting new/updated content; develop landing pages, and creating event listings
• Organize and pack departmental archives

Perform related duties as assigned.

**QUALIFICATIONS:**
This position requires a Bachelor’s degree in communications, marketing, museum studies, public relations, or a related field with four or more years of experience in a museum setting or cultural arts organization. The successful candidate will demonstrate the following skills/experience:

• Excellent written communication skills, including precise editing abilities
• Ability to manage multiple projects and priorities with high energy and strong problem-solving skills
• Advance knowledge of Cision Communications Cloud database
• Experience working collaboratively within an organization and with outside vendors
• Strong administrative and business operations knowledge
• Excellent skills using a variety of software such as Microsoft Office Suite, particularly Excel; useful to have Photoshop and InDesign experience
• Comfortable using multiple technology platforms
• Ability to work remotely as well as work onsite at the museum as needed and allowable in accordance with COVID-19 regulations.
• Physical Requirements: Must be able to lift up to 10 pounds at times

**SALARY:**
The salary range for this position is $45,000–50,000 annually (adjusted to $1,875-$2,083.33 for semi-monthly pay over the course of the employment period) and includes a benefits package.

Please submit applications by emailing cover letter and résumé to HR@nmwa.org. Applications will be accepted through February 26, 2021. Successful candidates will be subject to reference and background checks. The National Museum of Women in the Arts is an equal opportunity employer.

The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs, and online
content, the museum inspires dynamic exchanges about art and ideas; advocates for better representation of women artists; and serves as a vital center for thought leadership, community engagement, and social change.