

## Job Announcement

### Marketing and Communications Team Leader

#### Position Summary

The National Museum of Women in the Arts (NMWA) is more than a museum; it is a movement to correct gender inequity in the art world and elevate the voices of women and nonbinary artists. As we embark on a bold new chapter, we seek a strategic, visionary, and creative Head of Brand & Marketing Communications to reinforce NMWA's impact, expand its influence, and position it as a global force for change.

This is a full-time position reporting to the Chief External Relations Officer and partnering with the Director of Digital Engagement. You will develop and execute an integrated marketing and communications strategy that aligns with NMWA's mission, fosters audience growth, enhances philanthropic support, and strengthens brand awareness. You will lead a high-performing team in brand storytelling, earned media, and experiential engagement, ensuring that the museum's message resonates across platforms and communities worldwide and achieves the goals of the new business plan.

This position has two direct reports.

#### Responsibilities

Functions may include, but are not limited to:

##### Brand & Strategic Communications

- Strengthen and champion NMWA's brand identity and messaging, ensuring consistency across all channels.
- Develop compelling strategic content narratives that highlight NMWA's role in advancing gender equity in the arts.
- Execute multi-platform strategies that elevate NMWA's visibility, deepen engagement, and drive attendance, membership, and donor support.
- Align cross-functional teams (marketing, communications, development, membership, digital engagement, and programs) to unify messaging and outreach.

##### Advocacy & Thought Leadership

- Integrate advocacy communications, marketing, and engagement efforts to reinforce NMWA's role as a champion for gender equity in the arts.

- Develop compelling, data-driven campaigns that educate and mobilize audiences around the systemic barriers women and nonbinary artists face.
- Leverage digital engagement tools and analytics to measure advocacy impact and refine messaging strategies for maximum reach and influence.
- Align cross-functional teams (development, membership, marketing, special events, and digital engagement) to create unified messaging that strengthens NMWA's case for philanthropic support.
- Engage with policymakers, cultural leaders, and media influencers to amplify NMWA's mission and advocate for meaningful change in the art world.
- Drive earned media strategies and partnerships that position NMWA as a thought leader in gender equity discussions across cultural, philanthropic, and artistic spheres.
- Foster an inclusive, innovative, and equity-centered storytelling approach that reflects the diverse experiences of women and nonbinary artists globally.
- Convert strategy into action by building on existing communications and marketing operations, identifying opportunities for advocacy-driven storytelling, and implementing visionary initiatives that push the conversation forward.

### **Marketing & Digital Engagement**

- Leverage digital innovation (AI-driven analytics, CRM tools, and social media insights), working closely with the Digital Engagement department to craft data-driven strategies.
- Create high-impact campaigns that increase audience engagement, diversify constituencies, and promote exhibitions and programs.
- Develop performance metrics to assess marketing effectiveness and audience reach.

### **Earned Media & PR**

- Lead media relations efforts, securing high-profile placements in arts, culture, and mainstream media.
- Cultivate relationships with journalists, influencers, and cultural thought leaders to amplify the museum's profile.
- Oversee crisis communications and reputation management strategies.

### **Experiential & Philanthropic Engagement**

- Conceptualize and execute immersive experiences and activations that bring NMWA's mission to life.
- Support development initiatives by creating marketing strategies that enhance donor cultivation and stewardship.
- Collaborate on fundraising campaigns, ensuring brand alignment and storytelling impact.

## **Qualifications**

The successful candidate will demonstrate the following skills/experience:

- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred
- Minimum 10 years' experience in a senior management role either in-house or with an agency
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be utilized
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Experience in building, mentoring, and coaching a team of communications specialists
- Superior management skills with ability to influence and engage direct and indirect reports and peers
- Stature, gravitas, and confidence to gain the credibility and respect of high-performing Board of Directors
- Self-reliant, good problem solver, results oriented
- Ability to make decisions in a changing environment and anticipate future needs
- Excellent and persuasive communicator

If much of this job description describes you, then you are highly encouraged to apply for this role, even if you don't meet 100% of the qualifications. We recognize that it is highly unlikely for an applicant to meet 100% of the qualifications for a given role, and that every candidate brings unique experience and qualifications to a role. We are excited to meet you!

## Compensation

The salary range for this position is \$150,000 to \$173,000 annually commensurate with experience and includes a benefits package.

## How to Apply

Please apply through NMWA's online job application portal. To request accommodations in the application or hiring process, please notify NMWA's Human Resources department at [hr@nmwa.org](mailto:hr@nmwa.org). If you are unable to apply through the online job application, please send an email to [hr@nmwa.org](mailto:hr@nmwa.org) with your cover letter and resume; attachments should be in Microsoft Word or PDF formats only.

The National Museum of Women in the Arts is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex,

sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by federal, state, or local laws.

Successful candidates will be subject to reference and background checks. To comply with tax and legal obligations all candidates must reside in Washington, D.C., Maryland, or Virginia. Candidates must be legally eligible to work in the U.S. without visa sponsorship by NMWA.