

Position Description

Title: **Director of Communications**

Division: Communications

Classification: Salaried, regular full-time exempt

Reports To: Executive Director

Supervises: Communications department team

High Desert Museum – Organization Description

The High Desert Museum is a non-profit organization focused on the natural and cultural elements of the High Desert region of the Western United States. Located near Bend, Oregon, on the edge of the beautiful Deschutes National Forest, the Museum melds the natural history of diverse habitat types with human history of the environment into a unique blend of indoor and outdoor exhibits, living history and both living and historical collections.

Job Summary – Director of Communications

The Director of Communications is responsible for overseeing all external communications for the Museum, ensuring consistency in branding, voice and tone across multiple advertising and PR platforms (print, digital, radio and TV). S/he develops and implements the Museum's marketing plan, including strategies for increasing attendance and visitor-driven revenue, membership and donations. S/he is responsible for advancing the Museum's brand image and increasing visibility among key constituents (visitors, donors, members, business partners and the tourism industry) and the public at large. The Director of Communications must be a strong leader, innately curious, a creative and critical thinker with proven success in developing content and marketing strategies.

Required Qualifications

- Bachelor's degree from an accredited institution of higher education
- Minimum of five (5) years professional experience in senior marketing position, leading a team in creating dynamic and successful marketing and public relations campaigns
- Superb writing and editing skills and a strong sense of narrative and storytelling
- Exemplary verbal, and listening communication skills and a demonstrated ability to communicate clearly and professionally
- Highly skilled in the digital world, including Word Press, Google Analytics and major social media platforms

Professional Traits

- Enjoys working in a fast-paced environment and is able to learn new skills quickly
- Team-oriented, positive perspective, enjoys working collaboratively in a multi-disciplinary organization
- Possesses a high level of professional integrity and the ability to handle sensitive issues with discretion
- Believes in the Museum as a cause for social good and recognizes its benefits to the region
- Ability to inspire and creatively engage colleagues, patrons and board members in achieving strategic communications plan
- Demonstrated understanding and use of diplomacy

- Demonstrated organizational planning, problem-solving and collaboration skills

Responsibilities and Tasks

1. Responsible for strategic thinking and planning to 1) attract a significant number of guests annually, 2) heighten awareness of the Museum nationally and internationally, 3) establish and increase repeat visitation, and 4) develop new audiences
2. Create development campaigns to increase membership, donations and other revenue-generating opportunities
3. Develop and manage marketing campaigns for special exhibitions, events and programs, including a mix of e-blasts, social media, invitations, programs, and signage
4. Create and direct the Museum's strategic marketing plan in concert with the Executive Director, implementing annual goals and strategies to achieve visitor-driven revenue goals; ensure marketing activities align with Museum vision, fundraising and operating plans
5. Serve as a member of the Museum's leadership team; work with the Board and individual Trustees and Community Advisory Board
6. Institute systems and recording mechanisms to solicit information, compile data, conduct surveys, and produce summary reports on Museum visitors and tourism industry trends as needed to evaluate the effectiveness of the various projects
7. Create, monitor and maintain website content to optimize user effectiveness in travel and visit planning; maximize publicity for Museum exhibits, programs and events; and promote store, café, membership, facilities rental and other earned income opportunities
8. Responsible for development and oversight of marketing and advertising budgets and contracts
9. Oversee all HDM publications (quarterly newsletter, annual report, brochures, etc.) in consultation with Executive Director
10. Provide effective leadership and a collaborative approach to cross-marketing with a variety of community, regional and state partners and constituencies including Convention and Visitors Bureaus, Chambers of Commerce, State Tourism and other regional destinations
11. Direct media relations efforts and serve as spokesperson and/or media relations liaison during press previews and visits as necessary
12. Manage the institutional aesthetic vision and graphic identity, and oversee the production of all collateral materials, digital properties, advertising, promotional programs, and institutional signage
13. Provide crisis communications counsel as needed
14. Oversee development and maintenance of writing standards including tone, voice, and style
15. Create and assess metrics to gauge and evaluate the effectiveness and impact of media activities and prepare routine reports that detail these activities
16. Collaborate with other departments on initiatives, projects, and goals
17. Other duties as assigned by Executive Director

The High Desert Museum is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Please send resume and cover letter to the High Desert Museum,
attention Shannon Campbell.

jobs@highdesertmuseum.org

<http://highdesertmuseum.org/job-opportunities>

Mission

To explore the High Desert's unique landscape, cultures, wildlife, history and arts,
connecting our visitors to the past and helping them discover their role in the present and
responsibility to the future.