

Position Description

Title: **Communications Manager**

Division: Communications

Classification: Salaried, regular full-time exempt

Reports To: Director of Communications

Supervises: Associated volunteers

High Desert Museum – Organization Description

The High Desert Museum is a nonprofit 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 – Communications Manager

The Communications Manager is responsible for coordinating and managing digital and print communications to elevate awareness of the Museum among key target audiences. The chosen candidate will be an experienced writer and editor, with familiarity with graphic design, and he or she will be responsible for the content and management of HDM's social media, website, blog, email marketing, and print marketing collateral. The Communications Manager will also at times write press releases and interface with the media, and he or she will be familiar with media deadlines and public relations best practices. The manager will work across departments to keep information about exhibits, public programs, outreach activities and fundraising up to date and communicated effectively and accurately to stakeholders. The manager is responsible for creating and adapting engaging content for use on multiple media platforms with the goals of generating attendance, growing membership and supporting the HDM's mission. Additionally, the manager will be responsible for monitoring the HDM's brand and voice across platforms. This is a full-time, salaried position and will require occasional attendance at evening and weekend events.

Required Qualifications

- Bachelor's degree required in English, Journalism, Communications or related field.
- Minimum of three-five years of professional experience in communications and digital marketing
- Firm grasp of available tools and platforms in the social media space; active involvement in online communities
- Strong understanding of digital analytics, trends and metrics
- Excellent writing, presentation and interpersonal skills
- Demonstrated ability to prioritize in busy environment while paying close attention to detail
- Excellent organizational and time management skills
- Must be self-motivated and self-directed
- Ability to communicate complex concepts in an accurate, engaging and understandable way for the general public
- Familiarity with website usability best practices and search engine optimization techniques is a plus
- Ability to both work independently and to collaborate effectively on multidisciplinary creative teams

Desired Qualifications

- Familiarity with museum networks; the nonprofit cultural arena; museums and cultural organizations
- Understanding of the Central Oregon media landscape
- Prior experience in communications, public relations or digital marketing is preferred
- Backgrounds in science, art, education and/or history a plus
- Working knowledge of WordPress, Wufoo and Constant Contact preferred

Personal Attributes

- Interest in and commitment to HDM's mission
- Commitment to workplace excellence, precision, accuracy and timeliness
- Desire to find creative solutions with limited resources
- Ability to think outside the box
- Ability to be flexible, operate under pressure, and develop realistic solutions in a fast-paced environment
- Team player
- 'Can do' attitude and a sense of humor!

Responsibilities and Tasks

1. In concert with the Director of Communications, develop HDM's digital strategy across social media, email and web platforms, including HDM's blog
2. Implement and manage the digital strategy across platforms, sharing key messages and maintaining the organization tone and voice
3. Monitor media and internet for communications opportunities, including on social media and for earned media
4. Develop and disseminate new written and visual digital content. In consultation with the Director of Communications, develop long- and short-range public relations strategies to maximize awareness of HDM and build visitor attendance
5. Work closely across departments to maintain and update online communications
6. Ensure consistency of messages and integration of content across different departments
7. Edit print and exhibit materials for clarity, voice and grammar as needed
8. Serve as newsletter editor, coordinating schedule and incoming content
9. In consultation with the Director of Communications, research, develop and maintain professional relationships with local and regional print, TV and radio contacts
10. Act as a point person for and provide content to media. Coordinate and manage media interview requests and coverage in consultation with Director of Communications
11. Generate earned media for Museum exhibits, programs, events and activities. Pitch local, regional and national travel and specialty writers for story placement. Write press releases for new exhibits, special events and appropriate programs
12. Track digital analytics for trends, opportunities and future reporting efforts. Also maintain digital clip library
13. Post upcoming exhibit and event information on HDM website & print calendars
14. Monitor, distribute and respond to visitor Comment Cards
15. Execute other duties as assigned by Director of Communications and 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.