

JOB DESCRIPTION

HIGH DESERT MUSEUM

POSITION

JOB TITLE:	Communications Manager	REPORTS TO:	Director of Communications & Visitor Experience
DEPARTMENT:	Communications	SUPERVISES:	Photography Volunteers
CLASSIFICATION:	Full Time, Salary Exempt	SALARY RANGE:	\$50,000-\$56,000 DOE

JOB SUMMARY

The Communications Manager tells the Museum’s story through various mediums, raising awareness of our amazing exhibitions, programs, fundraising and behind-the-scenes initiatives among key target audiences. The Communications Manager is responsible for the content and management of the Museum’s social media, website, blog, email, and print marketing collateral and at times will write press releases and interface with the media. These efforts require a person who has a way with words and also enjoys using cameras and iPhones to capture imagery and video along the way.

ESSENTIAL FUNCTIONS (in order of priority with the percentage of time spent on each)

30%	<p>Communications Strategy & Storytelling</p> <ul style="list-style-type: none"> • <i>Seeks out and develops key stories from throughout the Museum to share deep, insightful content about the organization’s work and mission across mediums. Connects with staff, volunteers and other Museum audiences regularly as part of content development.</i> • <i>In consultation with the Director of Communications and Graphic Designer, develops and implements consistent digital strategies and editorial calendars to tell the Museum’s stories across social media, email and web platforms, including the Museum’s blog.</i> • <i>Shares key messages and maintains the organization’s written tone and voice throughout communications.</i> • <i>Monitors media and internet for communications opportunities, including earned media.</i> • <i>Collaborates with staff to ensure the Museum’s website remains continually fresh and relevant.</i> • <i>Maintains awareness of trends across the museum/zoo fields to keep approaches fresh and relevant.</i> • <i>Tracks digital analytics for trends, opportunities and reporting efforts.</i>
30%	<p>Digital Management</p> <ul style="list-style-type: none"> • <i>Creates and schedules all social media content. Monitors social media for mentions and opportunities.</i> • <i>Manages Museum website, from daily updates to alerts to quarterly programs. Communicates with third-party website management in troubleshooting issues.</i> • <i>Creates and schedules eblast content.</i> • <i>Monitors websites with a Museum presence, including TripAdvisor and Google. Responds to problematic reviews.</i>

20%	<p>Imagery and Video</p> <ul style="list-style-type: none"> Coordinates and grows the Volunteer Photographer Team, which collects imagery ranging from event photos to exhibition documentation. Tracks Museum’s imagery needs in concert with the Graphic Designer and Director of Communications. Organizes incoming imagery and manages image and video library in conjunction with Graphic Designer. Gathers and edits video footage and imagery for social media and other purposes.
15%	<p>Public Relations</p> <ul style="list-style-type: none"> Drafts press releases for new exhibits, special events and appropriate programs. In consultation with the Director of Communications, works with regional DMOs, hotels and resorts to promote Museum exhibits and programs. Assists with media interview requests and coverage in consultation with Director of Communications.
5%	<p>Additional Duties Re: Museum-wide Initiatives</p> <ul style="list-style-type: none"> Contributes to and support the Museum’s DEAI initiatives. Contributes to and support the Museum’s efforts toward Association of Zoos and Aquariums accreditation. Assists with museumwide events, such as free days, fundraising gala, etc. Other duties as assigned.

PREFERRED QUALIFICATIONS

EDUCATION	<ul style="list-style-type: none"> Bachelor’s degree required in English, journalism, communications or related field.
EXPERIENCE	<ul style="list-style-type: none"> Two-five years of professional experience in communications, marketing and/or digital marketing. Strong understanding of digital analytics, trends and metrics. Familiarity with website usability best practices and search engine optimization techniques is a plus.
SKILLS/ ABILITIES	<ul style="list-style-type: none"> Excellent writing, editing, presentation and interpersonal skills. Demonstrated ability to prioritize and juggle in busy environment while paying close attention to detail and accuracy. Experience in Adobe Premier or iMovie a plus. Excellent organizational and time-management skills. Ability to communicate complex concepts in an accurate, engaging and understandable way for the public that considers appropriate messaging for various audiences. Ability to work both independently and to collaborate effectively on multidisciplinary teams. Ability to embrace, support and help implement the Museum’s continued learning and commitment to diversity, equity, accessibility and inclusion. Ability to execute other duties as assigned as needed to help abide by the Museum’s values, drive our vision and fulfill our mission.
PHYSICAL ELEMENTS	<ul style="list-style-type: none"> Prolonged periods of sitting at a desk and working on a computer. Must be able to lift up to 15 pounds at times. We are an in-person workplace.
EQUIPMENT USE	<ul style="list-style-type: none"> Frequent computer and phone use.

ACKNOWLEDGMENT

I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.

Employee Name

Signature

Date

An Equal Opportunity Employer

We do not discriminate based on race, color, religion, national origin, sex, age, disability, genetic information, or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions be based on job-related factors.