

Honolulu Museum of Art

JOB DESCRIPTION

Job Title:	Director of Communications
Department:	Communications
Supervisor:	Museum Director
Employment Status:	Full-Time
FLSA Status:	Exempt
Work Hours:	Monday-Friday, 8:00am – 5:00pm, Some evenings and weekends
Issue/Reissue Date	03/07/2019

Job Summary:

Under the general direction of the Museum Director, this position is responsible for the planning, strategizing and oversight of all communications, publicity, marketing, and branding, advertising, digital strategy (website, online communications and social media) and editorial-related functions within the museum. This includes the development and implementation of a comprehensive strategy that will serve to define and enhance public perceptions of the museum, deliver key institutional messages, increase awareness of collections, exhibitions, and programs, and increase visitation on-site and online. This position collaborates with the senior management team on institutional communication and with other departments regarding content strategy, philanthropy and programming to drive both social impact and attendance targets. The Director of Communications leads a team of 3-5 professionals, guiding the day-by-day operations of the team and aligning their work with other divisions within the museum.

Minimum Qualifications:

- A Bachelor's Degree in communications, marketing, journalism or related field.
- Minimum eight years of increasing responsibility in strategic communications, marketing, public and media relations.
- Outstanding written and verbal communication skills. Writing samples will be required.
- Proven ability to establish and execute marketing and communications strategy.
- Experience in digital marketing and communications; understands the role of digital marketing; proven ability to create and execute a digital marketing plan.
- Experience in working with data analysis as it applies to visitor behavior and audience segmentation.
- Ability to manage multiple projects and priorities and delivers them on time, employing outstanding organizational and interpersonal skills, and attention to detail.
- Familiarity with Creative Cloud 2018, Word, googledocs, and other software programs, databases and tools. Demonstrates curiosity and willingness to learn new tools and approaches.
- General understanding of website development and trends.
- Must have the ability to communicate effectively with a diverse population of service users with demonstrated success in being an outstanding team leader.

Desired Qualifications:

- An advanced degree in communications, marketing, journalism or related field.
- Experience in museum environment or nonprofit organization, with multiple sites, and varying degrees of needs.
- Excellent writing skills in varied formats—from engaging ad copy to news-style reporting.
- Outstanding team leader who motivates by example. Develops team members and advocates for the team. Able to set priorities, formulate goals, and establish a course of action. Takes responsibility and accountability for outcome of work. Highly collaborative—able to work successfully with others including museum staff and trustees, and diverse group of external constituencies including volunteers and donors.
- Understanding of Honolulu Museum of Art's established identity and dedication to advancing it.
- Knowledge of and interest in art and art history, design, and architecture.
- Demonstrates a sophisticated understanding of the changing dynamics in the arts field and in audiences for cultural institutions.
- Ability to quickly switch gears, going from high-level communications strategies at the board level to proofreading an event invitation.

- The traits of honesty, integrity, enthusiasm, and perspective; a very strong work ethic, supported by commitment and follow-through.

Other Qualifications:

Core Competencies:

- Adaptability
- Business Acumen
- Change Management
- Effective Communicator
- Cost Consciousness
- Initiative and Judgment
- Planning and Organizing
- Professionalism
- Problem Solver
- Technology savvy

Essential Duties:

- Set vision and priorities to promote the museum and its activities, in partnership with museum leadership. Demonstrates a nuanced understanding and serves as a passionate advocate for the museum's mission, brand, and core activities and an ability to engage key constituencies and new audiences.
- Lead, inspire and develop a creative, energetic team of communications, public relations, digital and social media, and editorial and graphic design professionals, as well as occasional external consultants, vendors, and freelancers.
- Determine short- and long-range planning (including goals, policies and budgets) for the department to support the museum's strategic plan.
- Develop and execute marketing and communications plans that increase engagement and attendance. Take primary responsibility for the planning, creative direction and implementation of publicity and marketing campaigns for the overall institution, special exhibitions, collections reinstallations, programs, special events, and new initiatives. Work in concert with other museum divisions and departments to assess audience and visitor data and develop strategies based on these.
- Establish strategic communications plan for the museum. Determine messaging strategy and stories for key internal and external audiences. Oversee all publications and marketing and communications materials—including exhibition catalogs—and ensure they are of the highest quality. Develop communications strategies for director, other senior executives, and board leadership to deliver effective presentations and messages to audiences. Lead any crisis communication needs that may arise.
- Oversee development of an innovative digital marketing strategy for the museum, leveraging creative approaches to engage audiences across digital platforms, including digital marketing, social media, website, and email and newsletter campaigns. Leverage external experts and consultants as appropriate and financially viable. Employ a range of up-to-date tools and metrics to keep the museum's strategy current with digital trends.
- Collaborate with peers to identify opportunities and create campaigns to enhance contributed and earned revenues. Develop media sponsorships and promotional partnerships.
- Working closely with Development Officer for Corporate Relations, assign and create ads for in-kind ad space.
- Reflect the museum's values and a belief in every team members' role in fulfilling that brand promise. Represent the museum in the broader community and field, and participate, as needed, in events organized by the museum.
- Develop Museum and event spokespeople through the development of media messaging and briefing talking points; act as a media spokesperson.
- Perform other duties as assigned.

Traits and characteristics:

Must be bright, diplomatic, analytical, of the highest integrity, and possess sound judgement and a sense of humor and humility.

Working Conditions and Atmosphere:

The Director of Communications works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the Museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.

_____ Human Resources	_____ Date
_____ Employee Signature	_____ Date
_____ Employee Print	_____ Date

The statements contained herein describe the scope of the responsibilities and essential functions of this position, but should not be considered to be an all-inclusive listing of work duties and requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

The Honolulu Museum of Art maintains a policy of nondiscrimination in all employment practices and decisions, ensuring equal employment opportunities for all qualified individuals without regard to race, color, ancestry, religion, sex, including gender identity and expression, national origin, age, disability, sexual orientation, marital status, arrest and court record, citizenship, credit history, military service, victim of domestic or sexual abuse status, genetic information, or any other characteristic protected by applicable federal, state or local law. This applies to both Honolulu Museum of Art employees and applicants for employment with the Museum. Any form of harassment of any employee because of any protected status is also prohibited.