

## COMMUNICATION MANAGER, SWOPE ART MUSEUM

### MAJOR RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Manage and update website
- Run social media channels with engaging and informative posts
- Monitor and report social media analytics
- Maintain digital signage
- Create and monitor digital ads
- Collaborate with curatorial department and others to create relevant press materials to be used on website, social media, digital signage, etc., including:
  - Write and edit blurbs for exhibitions and events
  - Photograph and edit images of artwork, exhibitions, and events
  - Create graphics for exhibitions and events
- Prepare and manage technology at museum meetings and events:
  - Equipment for projection, photography, and videography
- Manage museum's digital communication including eblasts and Facebook/ Instagram messages
- Assist Director for Development with preparing mailings
- Help develop innovative ways to increase museum attendance through seasonal promotions/ events
- Assist Director for Development and appropriate committees with fundraising events such as Mardi Gras, Pendergast Spring Dinner, and other campaigns

### SKILLS (Bachelor's Degree required)

Experience in or ability to learn:

- Wordpress or other related website software
- Adobe CC or other related design software
- Social media platforms including Facebook and Instagram
  - SM management platform such as Hootsuite
- Microsoft 365 including OneDrive, Word, Excel, and PowerPoint
- Digital signage platform such as ScreenCloud

### COMPETENCIES

- Quick learner with strong digital literacy and technical aptitude applicable to troubleshooting both software and equipment
- Ability to adopt new outreach methods as they develop and grow current models
- Strong writing and proofreading skills; attention to detail
- Excellent verbal and interpersonal communication skills
- Ability to both take initiative on projects and collaborate well with diverse teams
- Strength in time and project management, including multi-tasking, goal setting, and workload prioritization
- Flexibility to work under tight deadline pressure while remaining calm
- Positively represent the museum at events and community meetings
- Commitment to contributing to the cultural vibrancy in this community