

ASHEVILLE ART MUSEUM

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Communications Manager

Updated 6/13/2022

Organization

The Asheville Art Museum, established in 1948 by artists, engages, enlightens, and inspires individuals through exhibitions and programs developed for all ages that interpret its Collection of American art of the 20th and 21st centuries. Anchoring the center of lively downtown Asheville in the Blue Ridge Mountains, the Museum serves residents of the Southeast and Western North Carolina, and visitors from around the country and the world. The Museum recently completed a multiyear expansion and renovation, opening the new Museum in November 2019. Staff has the unique opportunity to be part of the professional team that is shaping the future of this essential community resource.

Position Description

The Communications Manager is an essential position in a highly collaborative professional environment. This position is responsible for strategy, planning, and implementation of the Museum's public relations and marketing campaigns, internal and external communications programs in all media, publications, and initiatives to increase public understanding of and support for the Museum's mission and goals. Primary to these efforts is the development and implementation of a consistent and effective institutional message and image. This position requires a highly skilled communicator able to work in both print and digital media formats, and to collaborate successfully with staff, consultants, contractors, members of the media, and stakeholder groups. This position is responsible for developing and implementing opportunities to tell the Museum's stories through multiple communications channels. This position is responsible for strategic thinking, planning, and implementation to attract significant numbers of visitors annually, to heighten awareness of the Museum locally, nationally, and internationally, and to establish and increase visitation and participation. This position reports to the Director of External Affairs and co-supervises the Membership Manager & Digital Media Associate.

Primary Responsibilities/Essential Functions

- Develop, execute, and evaluate a marketing strategy for a fast-moving, richly diverse calendar of exhibitions, fundraising events, educational programs, and publications, digital resources, etc.
- Develop and maintain departmental budget.
- Collaboratively create, manage, and implement communications strategies, public relations efforts, messaging, and advertising campaigns for internal, external, and online audiences.
- Direct efforts of and coordinate with the Membership Manager & Digital Media Associate to expand public access, develop new audiences, and grow messaging opportunities using a variety of communication tools including but not limited to print and digital newsletters, website, blog, social media channels, video, podcasts, print and digital publications, etc.
- Provide effective leadership and a collaborative approach to cross-marketing with a variety of community, regional, and state partners/constituencies including convention and visitors bureaus, chambers of commerce, state tourism bodies, and other regional destinations.
- Direct media relations efforts and occasionally serve as liaison during press previews and visits. Provide crisis communications counsel as needed.

- Direct efforts to maintain and increase media coverage of the Museum’s exhibitions, educational programs, fundraising events, and artwork acquisitions in local, national, and international media.
- Articulate key Museum issues and positions in a range of communication channels.
- Employ current marketing and sales techniques, including print/electronic advertising campaigns and Web-based promotions, to target and attract a variety of diverse audiences including families and young adults.
- With Museum staff, manage on-the-ground logistics and provide advance staffing at PR events and executive presentations. Brief speakers on audience, venue logistics, tone, and delivery style.
- Manage work with public relations and marketing consultants or agencies, as needed.
- Manage the Museum’s aesthetic brand, graphic identity, and style guide, and oversee production of collateral print materials, digital resources, advertising, promotional programs, and signage.
- Oversee development and maintenance of writing standards including tone, voice, and style for various audiences.
- Serve as editor and/or coordinate with contractors, for all print and electronic communications. Edit materials provided by Museum staff, fellows, interns, volunteers, and/or other authors to align with the Museum’s style guide.
- Create and assess metrics to gauge and evaluate the effectiveness and impact of media activities and prepare routine reports that detail these activities.
- Work collaboratively with Museum leadership and departmental managers to deliver excellent service to Museum staff, volunteers, Members, and visitors. Collaborate with Museum staff and volunteers on initiatives, projects, and goals.
- Interact with the arts community and civic bodies as an advocate for the arts and the Museum.

Special Requirements

This year round, full-time position with full benefits may at times require a flexible schedule, accommodating emergencies, and after-hours work including weekend and evening hours. Annual compensation includes a salary range between \$46,000 and \$48,000 depending on experience, plus paid time off, health insurance, and retirement benefits after required probationary period. The incumbent should have a valid driver’s license and be able to stand, walk, lift items up to 25 pounds, handle tools or controls, use close vision, and travel periodically for meetings or Museum business.

Education/Experience

The ideal candidate will have:

- An undergraduate or graduate degree, academic training, and work experience in public relations, marketing, and/or communications.
- 3–5 years combined experience in communications, public relations, media relations, and/or marketing.
- Superb writing, editing, and storytelling skills.
- Strong verbal communication skills
- Ability to maintain confidentiality and the highest standards of professional ethics and integrity.
- Excellent computer, design, editorial, marketing, and social-media skills. Good working knowledge of Microsoft Office applications, website content management systems (e.g. WordPress), and graphic design software (e.g. Adobe Creative Suite).
- Project management experience and ability to use project management software ..e. Trello.

- Ability to work independently, collaboratively, and efficiently.
- Ability to multitask, prioritize, and find creative solutions in a fast-paced office environment.
- Ability to manage an annual budget.
- Well-developed media contacts, a knowledge of museum operations, the arts industry, and/or arts or not-for-profit marketing are desirable.

To apply, go to www.indeed.com and search for “Asheville Art Museum.” For questions, please contact careers@ashevilleart.org with “Communications Manager” in the subject line. Review of applications begins June 20, 2022; applications received after that date may be considered.

Duties, responsibilities, and activities may change at any time with or without notice.

Equal Employment Opportunity: Asheville Art Museum provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.