

ASHEVILLE ART MUSEUM

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Communications Manager

Updated May 2023

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. Museum staff have the unique opportunity to be part of a professional team that is shaping the future of this essential community resource.

Position Description

The **Communications Manager** works in a highly collaborative, professional environment and is responsible for the overall 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 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. The Communications Manager reports to the Director of External Affairs and co-supervises the 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.
- Coordinate with the 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 rare 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 traverse the Museum, handle tools or controls, 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 and 5+ years combined experience in communications, public relations, media relations, and/or marketing. Candidates must have 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 (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, please send resume, cover letter, and media or writing samples to careers@ashevilleart.org with "Communications Manager" in the subject line.

Equal Employment Opportunity

The 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.

Diversity, Equity, Access, and Inclusion

The Asheville Art Museum's vision is to transform lives through art, and we welcome all visitors without discrimination. The Museum acknowledges that it is situated upon the ancient, southern Appalachian ancestral homeland of the Cherokee Tribe and that this region is still the home of the Eastern Band of Cherokee Indians today. The Asheville Art Museum is committed to being an active leader against racism. We uphold anti-oppressive and equitable practices, while striving to create opportunities for education and action to build a stronger community. The Asheville Art Museum is dedicated to advancing diversity, equity, access, and inclusion—now and in the future. The Museum is moving with awareness and commitment, through assessment, training and engagement, to implementation and accountability.