

## Anchorage Museum Association

Title: Public Relations and Marketing Manager

Reports To: Chief Communications Officer

FLSA Status: Exempt

EEO Class: Professional

Approved by: Museum Director/CEO

The Anchorage Museum welcomes diversity and inclusion and recognizes all are enriched through diverse voices, viewpoints, and skillsets. The Anchorage Museum is committed to creating a diverse environment and is proud to be an equal-opportunity employer.

### Summary Position Statement

Under general supervision of the Chief Communications Officer, this position serves as the media relations lead and implements comprehensive and creative media plans to promote and enhance the Museum's mission, content and brand. This role is also responsible for program promotion through delivery of a broad range of creative services and provides project oversight, including an emphasis on digital engagement strategies.

The incumbent must be able to demonstrate keen insight into the interrelationship between the Museum's mission, vision and programs and the global community and develop imaginative and innovative approaches to reach and engage a wide range of audiences.

### Essential Functions

- Oversee media relations and respond to media inquiries, serving as media spokesperson
- Handle media requests and other public relations and museum program needs after hours and on weekends
- Coordinate project timelines and workflow and serve as creative director for marketing, public relations and other internal/external communications activities and campaigns
- Manage creative projects from conception to completion ensuring that messaging reflects organizational vision
- Responsible for delivering projects on time and on budget
- Work with creative teams on defining tasks and project needs
- Oversee departmental contractors
- Oversee the Museum's print and electronic advertising efforts
- Individually and with the team, develop creative concepts and innovative ideas for advertising and marketing materials and campaigns
- Develop, execute and monitor media plans for advertising campaigns and develop and place ads within specified budgets; select media outlets, target audiences, and psychographic profiles
- Develop creative content for multi-channel/audience/cultural communications both internally and externally, including social media platforms

- Re-write or modify copy written by others to clarify meaning in line with curatorial perspective and to conform to organizational style guidelines and editorial policy
- Create written marketing collateral; newsletters and employee communications; press release and fact sheets
- Manage the Museum's image as represented in local, state, national and international press
- Develop media strategy, including media pitches, host press previews, create and maintain media lists, clip logs and generate media evaluation reports
- Track editorial calendars, and upload content to local media online calendars
- Write and package articles for pitching to print and online magazines, publications, web sites and social media
- Serve as online publicist, maximizing unpaid online media
- Generate interest in Museum programs and activities through media pitches, email groups, online chat, online forums and internet press releases
- Upload program and other content to Museum website/online calendar and post to social media platforms
- Manage requests from media agencies for on-site photography and maintain photo databases
- Assist with day-to-day public relations activities

### **Non-Essential Functions**

- Proofread printed material from other departments, such as exhibition label copy, education training and public program materials, advertising, sales and marketing collateral materials to ensure accuracy
- Serve as a resource and assist other departments in targeting audiences for mailings and programs
- Consult with others to assist in planning public relations strategies for programs as needed
- Respond to inquiries from the general public, providing information directly or channeling requests to appropriate departments
- Coordinate photographic documentation of Museum events
- Assist in the updating and implementation of Museum marketing and public relations plan (conducting research, using marketing and PR tactics to achieve specific goals, evaluating program effectiveness)
- Perform other related duties and team functions as assigned

### **Knowledge, Skills, and Abilities**

- Ability to work in print, on websites, social media platforms and corporate intranets
- Ability to create innovative concepts within specified budget parameters
- Familiar with a variety of the industry principles, concepts, practices, procedures, and tactics

- Demonstrated critical thinking and writing skills with the ability to execute complex communication strategies
- Ability to create competitive and breakthrough strategies and plans as they relate to public relations
- Demonstrated experience and judgment to plan and accomplish goals
- Demonstrated skill in using social media and new technology for media outreach
- Demonstrated knowledge and experience in the area of publication design and production
- Excellent writing, editing, proofreading and communication skills in print and electronic media
- Ability to be a strategically focused trend watcher and think globally
- Proven skills in organization, planning, attention to detail, creative problem-solving
- Ability to strictly adhere to deadlines and manage multiple projects simultaneously
- Ability to manage change effectively
- Demonstrated knowledge of AP style
- Demonstrated knowledge of graphic design principles and printing processes.
- Demonstrated proficiency with MSWord and Excel
- Familiarity with photo databases and media tracking software and ability to quickly learn and use these platforms

### **Qualifications**

- Bachelor's degree in journalism, public relations, English or in the written communications field required
- Minimum of five years progressively responsible experience in editing, writing, publication production within an organization
- Minimum of five years' experience in public relations, including media relations, preferred
- Minimum of two years' experience in social media strategy and content development

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

## **Work Environment**

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

## **Employee Expectations**

As an AMA employee, the incumbent is expected to model the following traits:

- Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships
- Be creative and take initiative in all aspects of the position
- Lead by example by maintaining a high standard of professional ethics and conduct
- Treat everyone with dignity and respect
- Support and uphold the policies, procedures of the AMA

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

## **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close and distance vision, and ability to adjust focus.

## **Work Environment:**

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job.

The noise level in the work environment is usually moderate.