

# CAMH

## **Contemporary Arts Museum Houston Director of Communications and Marketing**

The Director of Communications and Marketing is a senior staff, full-time, exempt position. The employee is the Museum's principal contact with the media and is responsible for marketing, advertising, media and public relations, media visibility, revenue enhancement and audience growth -- all of which are critical goals of the institution's long range plan. In addition, the position coordinates with the Museum functions and departments that work to more fully engage the public with the institution.

### **Principle Duties and Responsibilities**

#### *General*

- Executes public relations, advertising, and marketing plans for the Museum and its exhibitions and programs
- Conceptualizes, writes and edits speeches, news releases, and print and electronic advertising copy
- Develops marketing and public relations budgets and oversees department expenditures
- Develops timelines, plans and budgets for the department, and related activities
- Evaluates marketing and public relations strategies, policies, and procedures
- Services sponsors with regard to public relations and marketing needs and requirements
- Serves as liaison to marketing and public relations directors and managers of partner museums regarding touring exhibitions and other marketing and public relations opportunities
- Serves as liaison to other departments to determine their public relations and marketing needs
- Maintains an up-to-date press database to optimize the Museum's reach through its marketing, press, and media strategies
- Manages the Communications Assistant, Videographer, and Graphic Designer to ensure the consistent visual communication of the Museum

#### *Communications*

- Serves as the Museum's principle spokesperson and responds to inquiries from priority media
- Creates strategies for the Museum's major media relations
- Communicates with local, national, and international media on a regular basis to pitch stories regarding Museum exhibitions, programs, milestones and events
- Oversees priority photo and video shoots and interviews
- Books broadcast and print interviews/appearances for staff and others
- Oversees the maintenance of publicity materials and news clip and video archives

#### *Marketing*

- Develops institutional brand and positions strategy and consults with other departments on strategies and research findings in an effort to create and present a unified marketing message and design guidelines for the Museum
- Carries out paid advertising campaigns, including media/advertising negotiation and buying
- Serves as editor and consultant with other departments on their print and other promotional materials including conceptualization, distribution strategies and design and printing
- Negotiates cooperative marketing initiatives and strategic partnerships with retailers, the tourism industry, and other non-profits
- Carries out market research and research on comparative/competitive information on sister institutions and commercial entertainment competitors

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## Contemporary Arts Museum Houston Director of Communications and Marketing (cont.)

### *Website, Social Media, and Video*

- Works with CAMH's website designers to make sure that CAMH's website remains attractive, current, and user friendly
- Coordinates across all departments to ensure that CAMH shares information for potential through-the-door visitors, for those who wish to experience exhibitions and programs remotely, and for donors who want to support for Museum's mission to provide access to contemporary art to the public free of charge
- Researches, recommends, and manages social media platforms

### **Reports to:** Director

### **Qualifications:**

- BA degree in appropriate field and a strong knowledge of contemporary art
- 5+ years in integrated communications position, preferably with a non-profit organization, including experience with marketing and public relations planning, management, market research and analysis; consumer communications; advertising buying, negotiation and planning; media and press relations; event and promotion planning; and institutional positioning
- Excellent written and verbal communication skills including the ability to present information in a variety of formats, including advertisements, promotions, public service announcements, speeches, videos, television appearances, on-line media, written reports, presentations and proposals
- Experience with market research, reports and budgets including the ability to read, analyze and interpret this information
- Computer experience including Microsoft Word, Power Point, Excel, and Adobe
- Knowledge of and interest in Contemporary Art