

Contemporary Arts Museum Houston

Job Description | Communications and Marketing Manager

About the Museum

Contemporary Arts Museum Houston (CAMH) presents extraordinary, thought-provoking arts programming and exhibitions to educate and inspire audiences nationally and internationally.

Established in 1948, CAMH is one of the oldest non-collecting contemporary art museums in the country, and is internationally known for presenting pivotal and landmark work by artists recognized as the most important of the 20th and 21st centuries. CAMH's mandate is to be present, to connect artists and audiences through the urgent issues of our time, and to adventurously promote the catalytic possibilities of contemporary art. CAMH's programming, both in and beyond the Museum, is presented free to the public, and advocates for artists' essential role in society.

Description

Title:	Communications and Marketing Manager
Reports to:	Director of Learning and Engagement
Status:	Full-time Exempt
Schedule:	Monday-Friday, 9AM-5PM with some additional evening and weekend hours
Salary:	Starting range - \$45,000

Principle Duties and Responsibilities

Responsibilities include but are not limited to the following:

General

- You have a deep passion for contemporary art and for connecting artists and audiences. You are comfortable and eager to work in a creative environment and bring integrity, humor, curiosity, and a sense of adventure to a key role that offers a primary voice in communicating the vision and values of the Museum.
- Support the Museum's mission, values, vision, and core commitment to visitor experience, community engagement, and institutional impact. Values and embraces working in an inclusive environment that strives to ensure a culture of belonging, set within the most diverse city in the United States.
- Participate in a culture of ongoing curiosity, learning, collaboration, innovation, creativity, and community engagement.
- Participate in cross functional teams while working toward institutional outcomes.

Contemporary Arts Museum Houston

Writing and Editing

- Reviews documents, web text, exhibition-related materials, etc. to ensure content is aligned with the CAMH style guide and mission.
- Crafts compelling institutional messages related to exhibitions, public programs, events, and new initiatives.
- Brings an engaging and authentic voice to a variety of communications, for both broad and specialized audiences.

Requirements

- Three years marketing experience, or an equivalent combination of education and experience;
- Demonstrated ability to successfully supervise and support the work of others;
- Strong interpersonal, written, and verbal communication skills;
- Exemplary editing skills;
- English language proficiency in both spoken and written form;
- Experience managing stakeholder expectations in a collaborative and creative environment;
- Extensive knowledge of Mac platforms for Adobe Creative Suite, MS Office (Word, Excel, PowerPoint), Google Apps;
- Experience with collaborative project management software such as Monday.com or Asana;
- Ability to work as part of a team and to adapt to a rapidly changing environment;
- Ability to handle multiple priorities;
- Excellent ability to interact within a diverse environment with a high degree of cultural competency and collegiality;
- Ability to give and receive feedback in a constructive and timely manner;
- Must be located in greater Houston area and willing to work primarily within our office within the Museum District;
- Vaccinated against COVID-19;
- Experience in or knowledge of an arts environment.

Salary and Benefits

The Communications and Marketing Manager will be eligible to participate in CAMH's health insurance benefit plans and have the opportunity to contribute to a pre-tax health and childcare savings plan. You are eligible for 24 Paid Time Off (PTO) days annually. These benefits commence on the first day of the 3rd full month after your employment begins. You will have the opportunity to contribute to a 403(b) retirement plan. The starting salary range is \$45,000 per year and compensation will be commensurate with experience.

Contemporary Arts Museum Houston

Marketing and Communications

- Oversee and manage a variety of marketing projects and materials in digital and print format, web content, and collateral.
- Spearhead press releases by gathering content and guiding through the approval process.
- Serve as the primary point of contact for press and marketing contacts and questions.
- Carry out paid advertising campaigns, including media/advertising negotiation and buying.
- Keep track of the advertising calendar and ensure deliverables are created and sent on schedule.
- Track analytics and metrics related to CAMH's website and campaigns, including audience and growth to allow for data-driven improvements.
- Ensure accuracy, correct branding, design standards, and consistency for cross-departmental projects both in print and online.
- Develop content, implement and manage social media and digital communications in collaboration with the Engagement team.
- Provide data on social media performance and recommend improvements on an ongoing basis.
- Responsible for effectively managing the marketing budget and monitoring project timelines to ensure all initiatives are accomplished on time.
- 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.
- Maintains an up-to-date press database to optimize the Museum's reach through its marketing, press, and media strategies.
- Communicates with media on a regular basis to pitch stories regarding Museum exhibitions, programs, milestones, and events.
- Develops and implements public service campaigns for Museum activities.
- Produces events for media, tourism industry, and other key publics.
- Oversees priority photo and video shoots and interviews in collaboration with Engagement team.
- Books broadcast and print interviews/appearances for staff and others.
- Trains colleagues for media appearances.
- Oversees the maintenance of publicity materials, press bibliography, and news clip and video archives.
- Familiarizes regional and national media with the Museum and its programs and milestones.
- Coordinates with external PR support as needed for projects and campaigns

Design and Project Management

- Creates detailed project plans and schedules for all exhibition and event related materials. Serves as the primary point of contact to ensure schedules are maintained for specific projects.
- Provides support for design-related projects as needed in collaboration with the Graphic Designer.
- Responsible for managing all publication projects, typically in partnership with co-publishers.

Contemporary Arts Museum Houston

Submission Process

Email cover letter, resume, and two writing samples to hr@camh.org. References will only be requested for finalist candidates.

Applicant review will continue until the position is filled. Please indicate your last name and “Communications and Marketing Manager” in the subject line (e.g. Last Name | Communications and Marketing Manager”) No phone calls, please--candidates whose qualifications are best aligned with the components of this job description will receive a response. Salary is commensurate with experience. CAMH offers an attractive and competitive benefits package.

Contemporary Arts Museum Houston fully subscribes to the principles of Equal Employment Opportunity. It is our policy to provide employment, compensation, and other benefits related to employment based on qualifications without regard to race, color, religion, national origin, age, sex, veteran status, disability, sexual orientation, gender identity and expression, or any other basis prohibited by federal, state, or local law. In accordance with requirements of the Americans with Disabilities Act, it is the Museum’s policy to provide reasonable accommodation upon request during the application process to eligible applicants in order that they may be given a full and fair opportunity to be considered for employment.