

Title: Director of Marketing & Communications

Department: Senior Management

Reports to: Jason T. Busch, Becky and Bob Alexander Director & CEO

Supervisor to: Communications Manager and Publicist

Overview

The Director of Marketing & Communications is experienced in all facets of the internal and external strategies required to increase the reach, relevance, and revenue of the American Folk Art Museum (AFAM).

Skilled in media relations, visual communication, integrated marketing, brand strategy, public affairs, design and editorial, audience development, revenue generation, paid and earned media, and digital engagement, this role requires a patient, energetic, and empathetic leader with deep and broad experience and ability to lead the Museum and individuals to positive, on-mission outcomes.

Reporting directly to the Museum's Director and CEO, this role requires a high level of professionalism, a spirit of collaboration and generosity, and a focus on ensuring that all work done is conducted at the highest possible level. The ideal candidate is a creative leader who will develop and implement new, diverse strategies to engage and expand audiences through the Museum's ever-expanding national and international profile.

Key Responsibilities of the Position

- Administers and directs the strategy and all facets of marketing and public relations, including media relations, marketing, advertising, digital engagement, tourism promotion, branding, and positioning of the Museum and its leadership.
- Supervises the Communications manager and Publicist as well as any relevant external consultants.
- Acts as on-the-record spokesperson for the Museum and oversees institutional messaging.
- Leads in part or whole the meetings of the Board of Trustees to share plans and updates on media relations, marketing, branding, and digital and visitor engagement initiatives and strategies.
- Manages the Audience and Profile Commitments and Action Steps of the 2021-2026 Strategic Plan.
- Fosters relationships with and ensures timely responses and materials to journalists, advertisers, and promotional partners.
- Oversees AFAM's paid media efforts by developing, managing, analyzing, and optimizing all paid amplification in both traditional and digital media.
- Supports Museum revenue goals with communications planning for exhibitions, programs, events, sponsorships, retail activities, and other initiatives.
- Collaborates with members of the Development team to raise funds by helping with funding applications and both traditional and digital campaigns.

- Writes remarks, newsletters, institutional announcements, and related material on behalf of the President of the Board of Trustees and the Director & CEO.
- Builds plans and strategies for the future of communications as well as technological, digital, and new media initiatives at the Museum, including a new Museum website, to increase AFAM's overall exposure through SEO.
- Develops and manages the Marketing and Communications budget in a careful, strategic manner.
- Acts as an accessible and available senior leader to all Staff of the Museum.
- Presence at evening and weekend events and programs may be required, as needed.

Qualifications

- Bachelor's Degree and 5-7 years of commensurate experience in communications, marketing, and public affairs, ideally in a museum, cultural and/or arts organization.
- Established relationships and network with major local, regional, national and ideally international media and nonprofit organizations, and a record of major media placements in the arts and/or cultural sector.
- Proven track record of developing, implementing, and maintaining an effective press strategy and tactics that result in editorial coverage as well as increasing visitor attendance and/or similar metrics which demonstrate successful campaigns (e.g., marketing, digital, and social).
- Intellectual curiosity to become well-versed in AFAM's history and development, successes, and challenges.
- Understanding of operational and infrastructure and technology needs of museums, arts, and/or cultural organizations.
- Possesses and actively develops a working knowledge of AFAM's competitive set of artistic institutions, locally, nationally, and internationally, both current and aspirational.
- Ability to understand and lead strategies, as well as Staff and consultants, tied to marketing, branding, communications, and revenue generation, and a keen sense of events that touch the Museum internally and externally.
- Experience managing multi-faceted and diverse teams and individuals.
- Strong analytical, writing, editing, and proofreading skills.
- Detail oriented and the ability to meet multiple deadlines.

The above statements of this job description entail the general duties and level of work performed by an employee assigned to this position. They do not claim to describe all of the functions of the position. The Employee may be assigned other duties and the essential functions may change or be changed from time to time.

The anticipated salary is \$100,000, and final compensation is based on alignment with required qualifications and relevant experience; together with benefits including a generous PTO allowance, fully paid employee medical coverage and employer 403B contributions.

This senior management position is not eligible to be part of the UAW 2110 union that represents other Staff.

Please send resume and cover letter to jobs@folkartmuseum.org. No phone calls, please.

The American Folk Art Museum is located at 2 Lincoln Square in midtown Manhattan. The administrative office for the museum is in Long Island City, Queens. The position requires in-person attendance several days per week at our office in Queens.

Equal Opportunity Employer

The American Folk Art Museum provides equal opportunity to all employees and applicants for employment without regard to race, color, religion, creed, sex, sexual orientation, national origin, ancestry, age, mental or physical disability, pregnancy, alienage or citizenship status, marital status or domestic partner status, genetic information, genetic predisposition or carrier status, gender identity, HIV status, military status and any other category protected by law in all employment decisions, including but not limited to recruitment, hiring, compensation, training and apprenticeship, promotion, upgrading, demotion, downgrading, transfer, lay-off and termination, and all other terms and conditions of employment.