



One Museum Court Buffalo, NY 14216
716.873.9644 buffalohistory.org

Position:	DIRECTOR OF COMMUNICATIONS AND COMMUNITY ENGAGEMENT
Employment Category:	Full time/Exempt

Position Summary

As a key member of the leadership team, the Director of Communications and Community Engagement (DCCE) is responsible for the development, oversight, and execution of all communications and marketing activities for the Museum, including advertising, media relations, and audience development. The DCCE designs and implements strategies that increase public understanding of the Museum’s mission, goals and impact and attracts large and diverse and large audiences for its exhibitions, programs, and services. The DCCE utilizes innovative approaches to cultural marketing, reaching across digital and traditional platforms, to build an enduring identity for the Museum as an engaging, welcoming, and inclusive premier cultural destination.

Principal Responsibilities

Provide vision and strategic framework for institutional marketing and communications. (30%)

- Develop and implement a strategic communications and marketing plan that maximizes community and achieves projected membership, attendance, and admission goals.
- Identify and target key audiences to build visibility, engagement, affiliation, and loyalty.
- Manage institutional messaging priorities (short and long term) to ensure a consistent brand profile across all marketing, media relations, and communications platforms.
- Provide regular analysis and reporting to leadership about all communications and marketing initiatives.
- Develop and manage the departmental budget; make recommendations and plan adjustments accordingly.

Lead public relations and communications efforts. (35%)

- Execute and manage all media and public relations activities including-press releases, alerts, interviews, pitches and planned events.
- Manage consultants/contractors as needed to achieve maximum value and results.
- Manage outside public relations contractors as needed to achieve maximum value and results.
- Be a spokesperson for the Museum and act as media relations liaison.
- Draft speeches and presentations for the Executive Director and other staff members as needed.
- Represent the Museum at conferences and work with public agencies, local government, peer organization groups, and community organizations.
- Work with the Executive Director and the Board of Managers on crisis communications planning and integrated media strategies.
- Identify and maintain new contacts and new sources of unpaid for editorial publicity among ever-evolving digital and real publications and new outlets. -

Lead marketing and branding efforts. (35%)

- Work in partnership with the Executive Director and other members of the leadership team to refine and strengthen the Museum’s brand.

*The above statements describe the general nature and level of work to be performed.
This is not intended to be an exhaustive list of all required responsibilities.*

- Develop and implement integrated marketing plans for exhibitions, programs, and events.
- Oversee the creative development, execution, and management of all marketing campaigns, collateral, and other support materials; oversee any photography and videography.
- Coordinate production of all necessary publications, including the newsletter, e-updates, donor and member bulletins, flyers, and posters.
- Oversee the website, social media, email communications, and mobile engagement platforms.
- Oversee all media buys and added value.
- Build partnerships and opportunities for regional collaboration and promotion.

Other

- Utilize CRM system for greatest institutional impact.
- Other duties as assigned.

Supervisory Responsibility

- The Director of Communications & Community Engagement directly supervises the Communications & Content Coordinator (currently vacant).*

Qualifications

- Minimum of five to seven years at the senior management level in marketing, advertising, and/or public relations, preferably in a museum or similar cultural institution.
- Successful track record of developing and implementing marketing and communications strategies; ability to take ideas from vision to execution.
- Exceptional written, verbal, and interpersonal communication and listening skills, and the ability to communicate persuasively, dynamically, and diplomatically.
- Must be highly organized and demonstrate great attention to detail. Must also possess the ability to manage multiple projects simultaneously.
- Capable of working efficiently in a fast-paced environment, maintaining flexibility in the face of shifting demands and priorities.
- High level of creativity and an entrepreneurial approach to problem solving.
- Demonstrated commitment to a collaborative, team-based working environment.
- Proven capacity for developing effective, enduring working relationships with both internal and external partners.
- Keen eye for graphic design and visual aesthetic.
- Technologically proficient and forward-thinking

Board Committees: Advancement, Program & Collections

*Considering, defining/potentially reshaping the role of the vacant Communications and Content Coordinator will be, primarily, at the discretion of the new Director of Communications & Community Engagement.

Salary and benefits

This full-time exempt position will offer a wage range of \$50,000 to \$55,000 annually, depending on experience. In addition, you are entitled to a generous benefits package, including health insurance and paid time off.

How to Apply

*The above statements describe the general nature and level of work to be performed.
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Please prepare a cover letter and resume in one PDF document, saved as "Last name. First name. DCCE" and "DCCE Application" in subject bar to Desiree Peacock at dpeacock@buffalohistory.org by end of day December 29, 2021. No phone calls.

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