

# Marketing & Communications Manager

Reports to: Deputy Director of Advancement, Communications and Administration

The Hudson River Museum is looking for an imaginative, media savvy, and collaborative marketer to join our team. This position is responsible for developing and executing marketing and communications strategies and building relationships with press to enhance the Museum's visibility and reputation, increase audiences and membership, and expand support for the HRM's exhibitions, programs, partnerships, and other initiatives.

## Key Responsibilities

Marketing:

- Develop compelling and strategic content for external marketing purposes, including but not limited to print and digital marketing, press releases, advertising, email marketing, and website
- Develop strategy and draft all content for Museum's social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. Create and maintain an editorial calendar for effective promotion of HRM exhibitions, public programs and events; identify cross-promotion opportunities; cultivate relationships with social media influencers; and stay abreast of social trends and museum-related topics
- Draft and distribute all e-blasts, including weekly e-newsletters, event promotions, funding campaigns, and others as needed
- Measure and analyze marketing initiatives, promotions, and campaign results, optimizing and adjusting tactics as needed to achieve goals
- Manage the selection, placement and trafficking of digital and print advertising campaigns
- Collaborate with the Development team to create effective digital strategies and content for donor acquisition and solicitation, including Annual Fund and other campaigns
- Coordinating photography for events and general marketing purposes

Press Outreach:

- Work with Deputy Director to create and execute a public relations strategy that will increase press coverage on a local, regional, and national level and help build meaningful relationships with targeted leaders in the media
- Draft press releases, news alerts, and pitches for special events, exhibitions, and initiatives and coordinate press previews

- Serve as the primary liaison with the media, responding to inquiries and connecting media to appropriate staff in a timely manner
- Maintain and update media contact lists and create catalog of press coverage
- Managing calendar listings

### **Qualifications**

- 3+ years marketing and communications experience in a fast-paced, goal-driven environment
- Bachelor's degree in Marketing, Communications, Museum Studies, or equivalent
- Excellent written and verbal communications skills; superb attention to detail
- Commitment to meet deadlines
- Proven success in developing creative marketing tactics to achieve measurable goals
- Effective project manager, who is highly organized and proactive, with the ability to take initiative and manage multiple tasks and projects
- A working understanding of media planning and placement
- Proficiency in the Microsoft Office Suite, Photoshop, Google Adwords; Hootsuite or similar scheduling tools; iMovie and similar media tools
- Nonprofit or museum experience a plus

### **Benefits:**

The Museum provides competitive compensation, and generous benefits and perks for all eligible employees, including:

- Medical, dental, and life insurance
- 403(b) retirement plan
- Paid time off, including annual leave, sick leave, personal days and Museum holidays
- Flexible spending accounts (pre-tax income for eligible health care expenses)
- Discount for staff in Museum shop
- Access and free admission to numerous museums and cultural institutions
- Standard worker's compensation, short-term and long-term disability and unemployment insurance.
- Participation in TransitChek Commuter Benefit program

To apply: email cover letter and resume to [employment@hrm.org](mailto:employment@hrm.org)

The Hudson River Museum is one of the preeminent cultural institutions in Westchester County and the New York Metropolitan area. Situated on the banks of the Hudson River in Yonkers, New York, the HRM is a place where diverse communities come together and experience the power of art, science, and history.

The Museum offers engaging experiences for nearly every age and interest, with an ever-growing collection of American art; dynamic exhibitions that range from notable 19th-century paintings to contemporary art installations; Glenview, an 1877 house on the National Register of Historic Places; a state-of-the-art Planetarium; an environmental teaching gallery; and an outdoor Amphitheater. The Museum is dedicated to collecting, preserving, exhibiting, and interpreting these multidisciplinary offerings, which are complemented by an array of public programs that encourage creative expression, collaboration, and artistic and scientific discovery.

The Hudson River Museum provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the Hudson River Museum complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training