

# Manager, Marketing and Communications

**Reports to:** Deputy Director of Advancement, Communications and Administration

The Hudson River Museum is looking for an imaginative social media and communications-savvy marketer to join our team. This position is responsible for developing and executing marketing and communications strategies and building relationships with the 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 content for external marketing purposes, including but not limited to print and digital marketing, press releases, advertising, email marketing, and website
- Develop strategy, pitch creative concepts and draft all content for Museum's social media platforms, including Facebook, Instagram, Twitter, YouTube, and LinkedIn. Create and maintain a comprehensive 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
- Develop channel-specific, timely content and campaigns to support editorial calendar, appropriately maintaining the brand voice across platforms to engage followers
- Use social media marketing tools to uphold the HRM brand and expand its visibility
- Setting key performance indicators (KPIs) for social media campaigns and measuring a campaign's performance
- 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; work with the Museum's media consulting firm to manage Google Adwords grant
- Collaborate with Advancement team to create effective digital strategies and content for donor solicitation, including Annual Fund, Gala, and other campaigns and fundraising events
- 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
- Manage 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
- Strong photography skills
- 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 and meet deadlines
- A working understanding of media planning and placement
- Proficiency in the Microsoft Office Suite, Photoshop, InDesign, Mailchimp, Hootsuite or similar scheduling tools; iMovie and similar media tools
- Nonprofit or museum experience a plus
- Ability to work after hour events as needed

## **BENEFITS**

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

- Museum-paid Medical, dental, and life insurance
- 403(b) basic 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**

Send resume to [employment@hrm.org](mailto:employment@hrm.org). Include "Manager, Marketing and Communications" in the subject line.

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's mission is to engage, inspire, and connect diverse communities through the power of the arts, sciences, 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 nineteenth-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.

HRM provides equal employment opportunities to all employees and applicants for employment without regard to age, creed, actual or perceived race, color, sex, sexual orientation, self-identified or perceived sex, gender expression, gender identity, the status of being transgender, national origin, ethnicity, alienage, citizenship status, family status, lawful seizure of income, marital status, disability, military status, veteran status, domestic violence victim status, criminal or arrest record, or predisposing genetic characteristics. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.