

THE MOUNT

EDITH WHARTON'S HOME

Communications Director – Full-time Exempt

Overview:

The Communications Director is a full-time, exempt member of The Mount's senior staff and provides leadership and strategic direction on marketing, public relations, and communications initiatives. The primary role of the Communications Director is to create, implement, and oversee integrated marketing strategies to build audience and awareness.

Primary Responsibilities:

- Demonstrate a thorough understanding of The Mount's mission, philosophy, policies, and procedures.
- Represent The Mount to a variety of special constituencies (local, regional, and national) and to the public at large.
- Develop an integrated communications plan across departments.
- Develop and maintain relationships with local, regional, and national press to ensure coverage in all three markets.
- Work closely with the Director of Visitor Services and the Public Programs Director to build and create new community relationships.
- Oversee the production of and approve all marketing and communications materials including program brochures and e-newsletters.
- Develop story ideas that support The Mount's strategic goals and initiatives to pitch to press outlets.
- Draft timely press releases and calendar listings and distribute to appropriate outlets.
- Respond to time-sensitive media inquiries as needed.
- Develop, manage and oversee marketing budget.
- Develop relationships with vendors, sponsors, advertisers and community contacts in order to maximize marketing dollars.
- Develop and implement marketing plans and projects for new and existing exhibitions, programs, events, and community initiatives.
- Measure, review and report on the progress of marketing plans and projects.
- Lead website team, working with various departments and outside vendors.
- Day-to-day oversight and supervision of part-time Digital Marketing Associate.
- Oversight of social media outlets.
- Work with other Directors on community engagement strategies to engage new audiences and identify barriers to participation.
- Work with other Directors to create metrics and surveys to measure and collect data.
- Assist Development department with grants & collateral as needed.
- Actively seek and develop partnerships with local organizations for collaborations and to build audiences.
- As a member of the Leadership Team, prepare reports for and attend Board of Trustee meetings as needed.

Necessary Skills and Abilities:

- Excellent written and verbal communication.
- Ability to work independently with little supervision.
- Outgoing personality.
- Strong work ethic.
- Ability to work well with a team.
- Logical and methodical approach to problem solving.
- Flexible with the ability to multi-task.
- Able to give and receive constructive feedback in any given situation.
- Proficiency using Microsoft Word, Excel, Outlook as well as ability to learn new systems.
- Experience using Word Press, social media platforms, and Google Analytics is preferred.

Education, Experience, and Interests:

- Bachelor's degree in communications, museum studies, the arts, arts management, or a related field.
- A minimum of three to five years marketing and PR experience required.
- Extensive hands-on experience may be substituted for degree requirement.

Special Requirements:

- Must have a valid driver's license.
- May occasionally be required to work nights, weekends, and holidays.

Physical Demands:

The employee is regularly required to sit and stand; push and pull with force. The employee is occasionally required to climb and stoop; reach with hands and arms; use hand to finger objects and controls. The employee may regularly lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision and peripheral vision; reading of written, printed, or computer screen data.

The organization is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.