

Director of Communications and Marketing

The Museum of the City of New York (MCNY) is a private, not-for-profit, educational institution that celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923, the Museum is located at the top of New York's Museum Mile and fulfills its mission through exhibitions, public and school programs, collections, and publications.

In November, 2016, the Museum launched *New York at Its Core*, a milestone three-gallery permanent exhibition on the past, present, and future of New York City, including a groundbreaking gallery devoted to *Future City Lab*. Envisioned as a major attraction for New Yorkers and visitors from the US and around the world, *New York at Its Core* is the preeminent, state-of-the-art public resource about New York City and its exciting history and diverse people. MCNY seeks to leverage the creation of this landmark new core experience and to raise general awareness of the Museum, deepen and widen public engagement, and re-present its image to key audiences. The Director of Communications and Marketing will lead these efforts.

Position Summary:

The overriding mission of the position of Director of Communications and Marketing is to stimulate awareness of the Museum via various tactics—media relations, both traditional and digital, marketing and advertising—to reach target audiences in the City, region, nation, and around the world. The Director will:

- Create and coordinate the implementation of a museum marketing strategy and plan with goals, tactics and target audiences, and develop strategic marketing alliances.
- Take responsibility for managing and developing MCNY's brand, which encompasses *New York at Its Core* as well as a diverse array of temporary exhibitions, public and school programs, and publications.
- Be creative about diverse ways to reach and engage target audiences.

Responsibilities:

- Develop key messaging (in concert with other senior staff, as needed)
- Write (with input from curators and other staff as necessary), edit, and facilitate the distribution of press releases and other marketing materials about the Museum's exhibitions and publications, public and school programs, collection initiatives, resources, and special events.
- Oversee the Museum's website and social media campaigns, ensuring that they support communications and marketing goals and maintain a consistent voice and tone; work with the

Director of Digital Production on strategies to increase the Museum's overall exposure through content initiatives, search engine optimization, monitoring emerging social media tools to see how they can be incorporated into marketing and public relation strategies.

- Oversee media listings on an ongoing basis in key media outlets for Museum exhibitions and activities
- Manage the Communications and Marketing budget in a careful, strategic manner
- Serve as the primary contact with communications and marketing consultants
- Expand the Museum's reach to new audiences
- Track and report on the success of marketing efforts and press campaigns
- Oversee an up-to-date array of media lists
- Approve production of promotional materials (postcards, brochures, etc.) related to public programs
- Oversee and create standards for marketing, branding and graphic design with the Graphic Designer(s)
- Organize and/or oversee the compilation of press kits and exhibition press previews
- Develop a strategy for internal communications

Requirements:

Qualified candidates must have:

- A proven history of developing and maintaining positive professional relationships with the media
- A proven track record in developing, implementing, and maintaining an effective press strategy and tactics that results in editorial coverage.
- Superior verbal, written, and on-line communication skills, including the ability to edit the work of others
- A thorough understanding of the traditional and digital media and the various methods of telling the Museum's stories to its various key audiences

- The analytical skills to be able to interpret social media and other online data to react to issues and other concerns that may affect the Museum's communications strategies.
- The intellectual depth and curiosity necessary to gain an understanding of the Museum's mission and programs.
- The ability to adapt to new trends and technology
- The skills to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior managers and to present data and ideas in an organized manner
- Demonstrated management skills
- The ability to multi-task while meeting deadlines

Candidates should be self-starters with 5-7+ years of communications and marketing experience – ideally in a museum setting. A Master's degree in related academic field is preferred; BA is required

The position reports to the President & Ronay Menschel Director. The Communications Manager, Graphic Designer, the Social Media Manager, and Director of Digital Marketing report to the Director of Communications and Marketing.

The Museum of the City of New York is an equal opportunity employer offering full benefits, including health and life insurance and a defined benefit pension plan as well as a 401(k) savings plan. Qualified individuals can send their resume with cover letter and salary range to the attention of Human Resources at jobs@mcny.org (please include Director of Communications and Marketing within the subject line of your email) or mail to: Museum of the City of New York, 1220 Fifth Avenue, New York, NY 10029.