



MARKETING COMMUNICATIONS MANAGER

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The Museum's **Marketing & Communications Department** works to raise the organization's visibility and promote visiting the Museum. The **Marketing Communications Manager** plays a large role in that effort with a wide range of responsibilities for media relations, public relations, and additional marketing and paid media tasks. This position reports directly to the Vice President for Marketing and Communications.

MAJOR RESPONSIBILITIES

- Develop yearly public relations strategies in concert with the Museum's PR firms.
- Write and edit press releases and media advisories for exhibitions, public programs, industry thought leadership, and events.
- Proven ability to work with media (and influencers) to obtain reviews, features, previews of exhibitions, coverage of signature family and public programs. Circulate relevant material to media and make pitches.
- Secure listings for public and family programs, and special events. Manage Museum's press email box.
- Partner with and manage PR firms. Act as intermediary between consultants and Museum staff, including curators.
- Collaborate with curatorial department and others to create relevant press materials, including photographs.
- Arrange, prepare, and accompany curators and other museum staff on interviews, photo shoots, and filming.
- Work with agencies to organize press previews and develop relevant material with appropriate Museum staff.
- Attend and assist media at exhibition openings, public programs, and other events.
- Support Vice President by trafficking campaign creative, campaign tracking, reporting and interfacing with media agency for paid media campaigns.
- Help develop innovative ways to increase Museum attendance through seasonal promotions and stunts.
- Report weekly and quarterly on press and influencer coverage.

COMPENTENCIES & SKILLS

- At least four years of media relations experience required, with a communications/PR agency and non-profits or cultural institution. Marketing experience a plus but not required.
- Strong writing and proofreading skills. A commitment to producing exceptional work products with strong attention to detail. Writing samples will be requested.
- Excellent verbal and interpersonal communications skills.
- Strength in time and project management, including multi-tasking, goal-setting, and workload prioritization. Ability to work under tight deadline pressure while remaining calm and at ease with media and colleagues.
- Positively represent the Museum at events and community meetings.
- Take initiative on projects and also act as team player.
- Strong, proficient use of Microsoft Word, Excel, PowerPoint as well as influencer platforms such as: Cision, Meltwater, Sysomos and other comparable solutions.
- Savvy in social media.
- Bachelor's Degree required.

BENEFITS

Excellent benefits package, including a defined benefit pension plan as well as a 401K savings plan.

HOW TO APPLY

Please email your resume with cover letter and salary requirements to the Museum of the City of New York, Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **MARKETING COMMUNICATIONS MANAGER** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.