



JOB TITLE: Director of Communications and External Relations

REPORTS TO: President

FLSA: Exempt

DATE REVISED: February 23, 2024

ORGANIZATION MISSION:

The mission of the Reginald F. Lewis Museum is to document, interpret and preserve the complex experiences, contributions, and culture of Black people. We serve as a catalyst for sustained change by providing programs and exhibitions and bold conversations that educate and challenge.

POSITION SUMMARY:

The Director of External Relations will lead and coordinate the organization's overall communications strategy. The Director will assist in developing policy and procedures governing public information and communications for the media, general public, state legislature and special targeted audiences. They will serve as the central spokesperson for the museum in all communication efforts, developing and implementing advertising and marketing strategies. They work closely with partner organizations or initiatives connecting the museum with positive marketing opportunities and community action programs. The Director provides marketing and communication support to all departments as needed. They also direct the museum's advertising programs, agencies and the creative services for museum promotional materials, social media, and other scholarly publications. The Director is responsible for the brand website and the development of microsites as necessary. The Director maintains media, internet, and public interest in the museum, its mission, programs, and events. The Director of External Relations supports the Interpretation, Collections and Education team with collateral and promotional information regarding exhibits and programs. They also work with the Development team to produce the annual fund-raising Gala.

JOB RESPONSIBILITIES:

- Reports to the museum President and is a member of the senior management team
- Participates with other senior management team members in setting the vision, mission, values, strategic and operational plans for the museum
- Manages the brand and museum image
- Identifies opportunities to promote the museum throughout the state
- Works closely with the President and senior team to develop communications

- strategies that will broaden the museum's reach and increase its branding
- Develops and refines "core" messages to ensure organizational consistency; provides training to all staff and board as required, on communicating these messages
- Identifies significant media opportunities that can be leveraged to support increased awareness and exposure
- Develops crisis communication strategy and plans
- Supports the President with communication to legislative bodies and elected officials regarding the vision, mission and goals
- Works with the Development team to develop the creative for the museum's donor communications, website and all other collateral materials
- Leads all public relations efforts
- Develops strategy, monitors and manages all web communications and social media for the museum, including analysis and evaluation
- Conducts VIP tours for national and local media and dignitaries as requested
- Supports the Interpretation, Collections, and Education staff with marketing and communication of hosted programs and special exhibits
- Local, regional and national travel on a limited basis is required

OTHER FUNCTIONS:

Performs additional functions (essential or otherwise), which may be assigned from time-to-time. This position will periodically require work on weekends, nights and holidays to accommodate museum programming and utilization.

TYPICAL PHYSICAL / SOCIAL REQUIREMENTS:

- Requires ability to operate personal computer
- Must have sufficient mobility to perform duties throughout the museum and at various museum-related functions
- Requires strong written and verbal communication skills in addition to critical thinking and the ability to be decisive
- Candidate must have strong people skills and be comfortable interacting with the general public
- While most of the work is performed inside some outdoor work is required during various museum-related functions

MINIMUM QUALIFICATIONS:

- Bachelor's degree in a related field of Marketing, Communications and/or Public Relations required, Masters' preferred
- At least six (6) years of experience in the Marketing, Communications and Public Relations field
- At least four (4) years serving in a supervisory role as a team leader with management related duties
- Significant communications experience that includes a blend of advocacy, media relations, and social media
- A strong track record of positioning an organization to achieve tangible outcomes in a

- competitive communication environment
- Ability to coach and support senior leaders as spokespersons
- Above average ability and experience serving in a public speaking role on camera, media interviews and group settings
- Ability to write speeches, prepare annual reports, and special presentations for media, board members, general public, and targeted audience
- Ability to utilize strategic marketing analysis to formulate marketing and communications goals with measurable outcomes
- Experience with event management and familiarity with working with and coordinating celebrities and dignitaries
- Must be able to work on multiple projects
- Ability to follow and maintain strict program scheduling

Benefits:

- 10 days of vacation leave, annually
- 10 days of sick leave, annually
- 3 days of personal leave
- State Holidays
- Participation in the State Pension, Retirement System, and State Supplemental Retirement Plans
- A comprehensive health care program.

Compensation: \$95,000 - \$115,000

To apply, please send a resume and cover letter to Warren Lee, Human Resources Manager, Warren.Lee@lewismuseum.org

Reginald F. Lewis Museum is committed to diversity and equal opportunity in recruitment, hiring and employment. Reginald F. Lewis Museum shall not, in any manner, discriminate regardless of race, color, age, disability, national origin, citizenship, creed, religion, sexual orientation, gender identity or expression, matriculation, or veteran status, and any other status protected by law.

