Title: Communications Manager

Department: Emily Dickinson Museum  Reports to title: Sr. Director of Development & Communications

Full Time: X  Part Time:  Date Prepared: 9/9/20

Position Grade: PT-3  Regular Daily Work Schedule: N/A

Pay Type: Weekly  Monthly X  Months Per Year: 12  Hours Per Week: 35

(Summer Months) Months Per Year:  Hours Per Week: 

1. Summary of Position:

The Communications Manager will develop, implement, and manage coordinated strategies for a comprehensive communications and marketing program to effectively promote the Emily Dickinson Museum and its mission. Serve as the team’s creative thinker and internal consultant on communications and marketing strategy, acting as a proactive subject matter expert and developing team guidelines. Serve as the Museum’s liaison to the Museums10 Marketing Committee.

The Manager will work effectively with diverse teams, and participate in the College’s efforts to create a respectful, inclusive, and welcoming work environment.

2. Principal Duties and Responsibilities:

60% Communications:

- Create a cohesive suite of materials, including print and digital publications (e.g., brochures, annual reports, flyers, newsletters, fundraising materials) that represent and position the Museum in accordance with its strategic goals and most critical audiences.
- Regularly write, design, and edit high quality communication materials delivered to varied audiences.
- Use a wide range of media including email, social media, web, photography, radio, video and
print to ensure that all media are appropriately utilized and coordinated with Museum programming.
- Regularly write, design, edit, and coordinate production and delivery of high quality communication materials to varied audiences through a variety of means.
- Manage the Museum’s website.
- Periodically, represent Museum at public programs to generate publicity and represent the organization as needed.

35% Marketing and Strategy:
- Evaluate existing print and electronic materials and redesign or create new materials to meet changing needs.
- Analyze paid advertising opportunities and make most effective use of budget resources to achieve broadest impact with ad buys and trades.
- Continuously research, test and propose new ideas for media engagement and on-site communications that will enhance brand awareness and reach to new constituencies.
- Measure and organize on-site audience data, website and social media analytics and report on the effectiveness of communication campaigns and advertising, suggest ways to continuously improve and implement new strategies.
- Actively manage data collected from constituent outreach to support and communicate the Emily Dickinson Museum mission.

5% Perform other duties/functions as requested

All employees are expected to participate in the College’s efforts to create a respectful, inclusive, and welcoming work environment.

3. Internal-External Interaction/Communication:

The Manager interacts and communicates with others in the office, staff across campus, faculty, alumni, families, students, friends of the College, vendors, peer institutions, Museum Friends, and general public.

4. Education: (include certifications and licenses)
   Required: Bachelor’s degree
   Preferred:

5. Experience: (List specific skills necessary to perform this job)

   Required:
• 2 years of related experience.
• Strong project management, time management and organizational skills.
• Knowledge of website management and analytics and email best practices.
• Demonstrated experience managing web and social platforms and in media relations.
• Exceptional written and verbal communication, and interpersonal skills.
• Commitment to working with a diverse and inclusive community.
• Ability to lead change and maximize team contributions.
• Proficiency with ConstantContact, WordPress, MS Office, HTML and Adobe products and graphic design tools.

Preferred: Experience working in museum environment.

6. **Environmental and Physical Demands:** (Please describe the work environment and unusual physical demands, i.e. lifting requirements.)

   • Visual – acute concentration including distinguish colors/shades.
   • Repetitive motions—hands/wrists/fingers.
   • Sitting for extended periods of time.

7. **Decision Making:**

   This position makes decisions regarding prioritizing workload as well as routine actions such as sending emails or website maintenance. Employee is primarily self-directed —plans and organizes own work and is pro-active with deadlines and projects. Work is moderately complex and can involve frequent changes in priorities. Engages in independent analysis and provides recommendations to leadership on overall direction for communications; relies on own expertise and judgement when advising on communications challenges and opportunities with staff.

8. **Supervision Exercised/Received:**

   Minimal supervision received by the supervisor.

   Supervisory Responsibility:  Yes  X  No

   Number of Employees Supplied: 1 or 2 casual staff or interns