Communications Manager

About Us:
The Wadsworth Atheneum Museum of Art is the oldest continuously operating public art museum in the United States, greeting guests since 1842. In the heart of Hartford, and home to a collection of nearly 50,000 works of art, the Wadsworth is a cultural pillar of the art community.

Position Overview:
The Communications Manager provides support to the Director of Marketing and Communications in the promotion of museum exhibitions, public programs, and other museum initiatives. This position plays an integral role in generating external communications and performing department administrative responsibilities. General tasks include media research, writing and distributing press releases and pitches, responding to media inquiries, and overseeing development of print collateral and advertising.

Targeted Salary: $60,000

Key Responsibilities:

- Work closely with the Director of Marketing and Communications to implement effective communications strategies
- Support the development of museum communications and marketing with a visual aesthetic appropriate to an art museum
- Utilize creative story-telling and flexible writing skills in developing content for print and digital communications, including press releases and pitches
- Generate earned media for exhibitions, events, acquisitions, and other museum initiatives.
- Act as project manager for print projects, liaising with staff designers and vendors to oversee:
  - Quarterly programs calendar
  - Print advertising materials
  - Exhibition collateral (postcards, brochures, posters, banners)
  - Event invitations and other materials upon request
  - Annual Report
- Maintain and update in museum wayfinding system
- Field media inquiries, coordinating interviews and filling requests for images and information
- Manage the marketing department production calendar
- Coordinate film and photography shoots
- Draft monthly CEO/Director letter as needed; distribute
- Directly handle all administrative work for the department including: invoice processing, budget tracking, credit card reconciliation.
- Maintain external outreach lists, including press/media contacts and email lists
- Organize and maintain the museum’s archive of press clippings, physical and web based
- Supervise department interns
- Act as the main point of contact for staff members from other departments who perform design work for the Marketing and Communications department. Oversees all work performed by these staff members.
- Support the Director of Marketing and Communications and perform other duties as needed

Preferred Qualifications:

Education and Experience
- Bachelor’s degree or higher in a communications and/or art related field
- 5 years of progressively responsible work experience
- Any equivalent combination of training, education, and experience that demonstrates the ability to perform the duties of the position

Skills and Abilities
- Superior writing, editing, and proofreading skills
- Exceptional verbal command of the English language
- Strong attention to detail and excellent organizational skills
- Ability to respond quickly to unexpected challenges and shifting priorities
- Ability to juggle competing priorities, manage multiple projects and see them through to completion
- Knowledge of, and interest in, art and museums
- Ability to provide clear guidance and direction for staff members
- Responds to staff inquiries in a timely manner
- Ability to work well collaboratively and independently
- Strategic thinker, with a strong interest in data and metrics.
- Aptitude in MS Office programs including Word, PowerPoint, and Excel
- Proficiency using a Content Management System (e.g. WordPress); email marketing services (e.g. Constant Contact)
- Well acquainted with Adobe Creative Suite

HOW TO APPLY:

Interested candidates should submit a resume and cover letter to HR@TheWadsworth.org.