



MUSEUMS OF WESTERN COLORADO

Public Relations Manager

Division/Department: Administration

Reporting Relationship: Executive Director

Exemption Status: Non-Exempt, Full-Time

Positions Supervised: May supervise volunteers or interns

Compensation: This is a full-time hourly position with a starting wage between \$18 and \$19/hour.

Summary of Duties and Responsibilities: The Public Relations Manager promotes and evaluates museum activities, facilitates media, assists with marketing initiatives, and supervises the front of house division.

They must clearly and effectively communicate to and on behalf of the Director and must be at ease interacting with all levels of staff, and community members.

Marketing: (35%)

- Assists with securing local, regional, national, and international media coverage of the museum's exhibitions, collections, public programs, fundraising activities, and other initiatives.
- Create press releases, advertisements, and graphic images (including banners, billboard, flyers, brochures, signage, exhibition labels, etc.).
- Works with tourism and hospitality partners to promote the museum as a cultural destination.
- Assists with developing cross-promotional partnerships and collaborations with key organizations.
- Plans media buys and assists with negotiations for media sponsorships for events and programs.
- Produces collateral, including rack cards, signage, advertisements, and copy for radio and television spots.
- Assists with brand enforcement, ensuring consistency of design and messaging for all marketing campaigns and communications.
- Manages marketing and communications budget.
- Maintains social media presence for museum, creating content and editing/approving content created by other staff.
- Assists with events, development, and member support as needed.

Evaluation: (35%)

- Assists with museum evaluation projects including surveying, data entry, and analysis.
- Approaches and engages potential participants in data collection in a way that develops rapport while following protocols and research guidelines.
- Works with Executive Director and colleagues who develop educational experiences (including exhibits, programs, community engagement, and collections staff) to develop

measurable goals and outcomes, culturally responsive evaluation plans, and instruments necessary to assess learning experiences.

- Supports evaluation and research studies, which includes developing an understanding of context, supporting instrument piloting and development, conducting data collection, leading data entry, conducting quantitative and qualitative analysis, creating data visualizations, and reporting findings.
- Uses appropriate tools, software, piloting strategies, and other professional practices and expertise to complete work.
- Supports studies using theory and practice that include and amplify voices from individuals and communities that might not be regularly heard or represented.
- Provides customer service as needed to support a positive experience for museum and museum program attendees, by listening to them, assisting them in wayfinding, and connecting them with others to help resolve issues.
- Shares understanding, insights, and practices from existing work in evaluation and research methods with project teams.
- Collaborates and communicates proactively, on teams inside the department, division, museum, and beyond, to achieve project outcomes.
- Understands, supports, and contributes to department norms for collaborative work through existing and emerging structures.
- Develops and presents evaluation reports and results to colleagues. Recommends programmatic direction and/or modifications to increase impact, and supports colleagues in determining strategic direction.

Publications (30%)

- Create, write and edit the annual MOWC magazine and membership newsletters.
- Works with the Executive Director and other museum staff to ensure engaging content is chosen and published.

Schedule: The position will mostly work 9-5 Monday-Friday. Some evening or weekend work may periodically be required. This position will be principally based out of the Museum of the West, although the job will frequently require presence at other museum sites.

Education and Specialized Skills Required:

- High school diploma/GED. A Bachelor's degree in Communications, Public Relations, Marketing, Art Education, Arts Management, Museum Studies, or a related field is desirable.
- Experience in marketing, programs, and graphic design in a museum, cultural arts or nonprofit organization, educational or STEM environment is highly desired.
- Must have excellent, oral, interpersonal, and communication skills (including editing ability), and must be able to work effectively with a wide range of constituencies in a diverse community.
- Must have excellent proven writing skills across a broad range of mediums and familiar with using AP style.
- Ability to coordinate multiple projects simultaneously and meet deadlines.

- Experience with basic photo editing software and graphic layout programs like Canva, InDesign or photoshop
- Knowledge of arts and culture press is important. Nonprofit experience, particularly with a museum, is preferred as is knowledge of local and national audience trends.
- Should have an ability to work flexibly and collaboratively. Must be able to perform effectively in a fast-paced environment with a high level of creativity and self-direction.
- Excellent public speaking and networking skills
- Competency in graphic design and website maintenance (WordPress, basic HTML/css, InDesign, Photoshop) is necessary.
- Experience approaching and developing rapport with people consistently while in a formal role (through work or volunteering).
- Experience effectively using software that organizes data, as well as ability to learn new functions and programs.
- Experience gathering data from people (such as through a survey, observation, interview, focus group, etc.).
- Strong attention to detail, ability to prioritize, understanding of privacy and confidentiality in a museum setting

Working Conditions: Work areas are principally inside, in a climate-controlled environment with moderate background noise. Work is also performed outdoors, in variable weather. Shift times may vary to meet museum requirements to staff the facilities. Work may require long periods of sustained standing, and the ability to occasionally lift and carry up to 50 pounds.

Background Check Notice: Prior to hiring, a background check including criminal record history will be conducted. Information from the background check will not necessarily preclude employment but will be considered in determining the applicant's suitability and competence to perform in the position.

The Museum provides an equal employment opportunity to all persons without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/transgender status, age, disability, veteran or marital status, genetic information or any other characteristic protected by applicable law.

To apply: Send cover letter, resume, and names and contact information for 3 professional references to shayden@mowc.co No phone calls, please. Only those selected for an interview will be contacted.