

Director, Communications

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future.

The Museum's Marketing & Communications Department is responsible for raising the organization's visibility and promoting visiting the Museum. The Director of Communications plays a crucial role in that effort with a wide range of responsibilities for media relations, public relations, and additional marketing. The position reports to the Vice President for Marketing and Communications.

Roles and Responsibilities:

- Develop and define public relations strategies for exhibitions, special projects, and special events in line with the Museum's strategic plan.
- Promote and highlight the Museum's permanent collection, with focus on historic and current issues that affect New York City and its future.
- Cultivate and maintain relationships with members of the press corps in varied areas in order to gain their support and positive coverage of the Museum and its mission.
- Build, maintain, and grow press emailing lists so that the department can maximize outreach to press and other organizations and, therefore, broaden the quality and quantity of press coverage of the Museum.
- Work with media and influencers to obtain reviews, features, previews of exhibitions, coverage of signature family and public programs.
- Write and edit press releases and media advisories for exhibitions, public programs, events, industry thought leadership, and partnerships.
- Collaborate with curatorial department and others to create relevant press materials to create written materials and cull good photographic material for each project.
- Oversee Communications Manager to make sure listings for public and family programs, and special events are secured.
- Work with agencies to develop publicity campaigns for exhibitions and special projects. Act as intermediary between consultants and Museum staff, including curators.
- Work with social media manager to strategize and place messaging for exhibitions, events, public programs, and Museum news.
- Supervise media at exhibition openings, public programs, and other events.
- Trouble shoot during unexpected situations that may arise that attract unwanted press coverage.
- Arrange, prepare, and accompany curators and other museum staff on press interviews, photo shoots and filming.
- Strategize press coverage for Museum's Director as well as thought leadership opportunities.
- Create and write remarks, quotes, responses to press for the Director.
- Act as department liaison to represent Marketing Communications both in-house and at outside events and programs.
- Oversee tracking and reporting of press coverage and report bi-weekly on press, social media, and influencer coverage.
- Support development of Board press materials.

A successful candidate will have:

- 10+ years of public and media relations experience focused on arts and culture
- A proven track record of getting outstanding media coverage on all media platforms including: TV, radio, podcasts, print, digital
- At least 3-5 years of managerial experience working with a team of junior publicists

- Experience in working with digital team members including social media, email, digital marketing, and multimedia
- Knowledge and experience working with and managing influencers outside of arts and culture in categories like tourism, food, and urban planning
- Cross-collaboration and support of Public Programs, Education, and Development
- Knowledge of and capability of utilizing influencer software platforms including Meltwater and Cision
- Excellent writing and editing skills

BENEFITS

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

HOW TO APPLY

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Director, Communications** 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.