



H I C K O R Y M U S E U M O F A R T

Position Description: Communications and Design Manager (p/t)

Reports to: Associate Director and Museum Leadership Team

Position summary: Join a team of collaborators working together to create and share the museum story. HMA is looking for someone to add their voice to the development of a creative vision for the future, while paying homage to our rich 70+ year history. Innovative thinking is a must, with each campaign being not only a chance to further the brand narrative, but to present all events and programming in a consistent yet fresh fashion. Utilizing electronic and print based marketing materials, this position will oversee/design all external and internal communications, media relations, and implementing strategies to promote the brand and work of Hickory Museum of Art. Work as a team to define and reach goals and expand our audiences.

Responsibilities:

- Writes accurate releases and distributes them to the media. Works to build and cultivate relationships with newspaper, radio and television outlets to proactively promote HMA.
- Works with designated staff and volunteers to promote HMA projects and exhibitions, as well as classes, camps, programs and fundraising initiatives.
- Gathers information and produces the Museum's quarterly newsletter and manages/updates website content to inform and engage HMA members, prospective members and visitors.
- Works to consistently make Hickory Museum of Art look its best. Creates, designs and produces all printed materials/publications, including supervising or serving as liaison with outside designers. Responsible for proofing all materials distributed to the public. Maintains graphic design standards and works to further the creation of and design the complete brand story of HMA.
- Works with Associate Director, Leadership Team, key staff, board members, and other volunteers to build and maintain strong public relations, planning, and strategy in all aspects of museum work.
- Utilizes social media tools to promote HMA, as well as managing HMA's Google AdWords Account. Assigns individuals to assist as needed.
- Receives and answers general inquiries for information and photographs.

- Maintains communications archives including photographs, scrapbook and graphic examples.
- Coordinates photography and media coverage as needed.
- Coordinates and creates content for advertising HMA exhibitions, programs, and offerings, as well as *shop HMA*, with assistance of Exhibitions Manager; facilitates media trade agreements.
- Coordinates and sends regular e-News communications to HMA members, general subscribers, area educators and other contact lists.
- Assists with marketing Foothills Folk Art Festival and serves on FFAF marketing committee.
- Supervises communications/marketing/graphic design interns on an as needed basis.
- Works with Development Manager to create, update, manage and produce content in HMA's Sponsor Kit, as well as market membership, annual fund, and planned giving initiatives. Works with Business Manager to create and maintain the marketing/communications department yearly budget. Works with Exhibition Manager to assist with exhibition-related marketing.
- Coordinates distribution of marketing materials onsite and in the community, as well as regional locations – highway welcome centers, etc.

Desired Qualifications:

- Ability to effectively communicate in verbal and written form, while utilizing cross-channel marketing methods.
- Ability to problem solve, prioritize, and meet deadlines.
- Strong computer graphic skills in a variety of platforms including Adobe Creative Suite, (especially InDesign, Illustrator, Acrobat Pro and PhotoShop).
- Ability to work effectively as a team player as well as independently.
- Excellent interpersonal skills, self-motivation, and creativity.
- College degree.
- Professional communications experience.
- Ability to utilize Squarespace website platform.