

WING LUKE MUSEUM

Position Announcement

Wing Luke Museum (WLM) Mission: We connect everyone to the dynamic history, cultures, and art of Asian Americans, Native Hawaiians, and Pacific Islanders through vivid storytelling and inspiring experiences to advance racial and social equity.

WLM Vision: At the WLM, we believe in Arts + Culture as Apothecary, defined as a *culturally rooted art and creative expression contributing to comprehensive wellness, from individual to community*. We also trust that an employee's well-being, intersectionality, interculturality, and enoughness are central to the success of their job.

Position Title:	Strategic Communications Officer
Reports to:	Executive Director
Rate of Pay:	Grade 31; \$99,585 - \$149,375 annually, DOE A candidate with five years of experience can anticipate \$119,501 annually
Classification:	Exempt, Salaried, Full-time
Location:	On-site, five days a week
Schedule:	Monday - Friday, occasional evenings and weekends as necessary.
Benefits:	WLM offers a comprehensive package, including health (medical, dental, vision) and life insurance, Long Term Disability, AD&D, 403(b) participation, 12 paid holidays, and PTO (paid vacation and sick leave). Staff enjoy museum membership and discounts at the Marketplace and programs.
Application Details:	Preference given to applications submitted by May 31, 2023

Position Summary:

The Strategic Communications Officer (SCO) is responsible for overseeing museum communications, marketing and other strategic initiatives. This position will proactively develop communication strategies and partnerships, oversee media relations and initiatives, and serve as the visionary for the brand in collaboration with the Executive Team. The SCO provides vision and leadership in the execution of a comprehensive and strategic communications plan that aligns with the vision and goals of the museum and is responsible for messaging across platforms. Utilizing the distributed leadership approach, this position supervises the Marketing Manager and the Marketing Associate.

Serve as a member of the collaborative Executive (Exec) Team, responsible for developing the museum's strategic plan in conjunction with the Board of Trustees (BOT). The Exec Team then implements, monitors and analyzes the organization's strategic plan, determining the organization's protocols, directives, operating structure and other strategic initiatives to advance the museum's mission and values.

Key Responsibilities:

- COMMUNICATIONS
 - Develop, implement, and evaluate a comprehensive and strategic communications plan in support of the Museum's goals. This plan will be created in tandem with new institutional strategic and fundraising plans. The SCO is a key contributor in actively shaping and actualizing the strategic communications plan.
 - Act as the focal point for executive leadership's communications efforts, including speaking engagements, media interviews, and written products related to museum priorities.
 - Work with the Executive Director and Deputy Executive Director to establish and deliver strategic communications priorities for the WLM.
 - Research and write key and strategic communication materials, including engaging messaging, fact sheets, online content, opinion pieces, press releases, speeches, FAQs, social media/web, print, and other marketing material.

- Provide risk management and crisis communications on an ongoing and as-needed basis.
- Advise and support the WLM BOT with high-level organizational messaging and communications. Establish and lead new BOT Strategic Communications Sub-Committee.
- Create and manage annual communications and marketing budget.
- Knowledgeable of evolving trends and tactics in the communications field.
- **MARKETING**
 - Oversee all marketing efforts to promote Exhibits, Education Tours, Programs, Community Engagement efforts, etc.
 - Develop and implement an annual strategy that supports the museum's revenue goals.
 - Oversee brand marketing efforts, including cultivating a unique brand voice and content strategy. Seek proactive opportunities to enhance the reputation of the WLM brand and coordinate engagement as required.
 - Ensure all aspects of the WLM brand and design are consistent, innovative, viable and engaging.
 - Develop and oversee special media projects and necessary branding.
 - Create partnerships with advertising and creative agencies, media outlets and community/non-profit organizations to maximize marketing and outreach both locally and nationally.
 - Drive social media engagement by developing the museum's social media strategies.
 - Employ innovative and marketing best practices.
- **MANAGEMENT**
 - Oversee the daily operation of the marketing and communications team and prioritize workflow.
 - Support the Advancement team for fundraising communications, including member and donor collateral, auction materials, and Annual Report.
 - Enable strategic collaboration across teams to ensure alignment of message and drive greater reach and impact.
- Other duties and special projects as assigned.

Qualifications:

- Minimum seven years of professional leadership/senior management experience in communications, marketing, public relations, and strategies. Non-profit arts and culture experience a plus.
- Strong experience developing and implementing successful communications strategies.
- Superior written communication. Adept at writing in a variety of voices and styles. Strong editing and proofreading skills. Exceptional attention to detail.
- Professional, enthusiastic, engaging spokesperson. Ability to communicate effectively to a wide range of target audiences, including media contacts, donors, and vendors.
- Demonstrated success leading diverse high performing teams, including teams comprising of content creators (e.g., writers, artists, graphics designers, on staff or contracted).
- Embody a collaborative leadership approach. Ability to build trusting and effective relationships with colleagues, leadership, direct reports, and external partners. Excellent listening skills.
- Knowledge of AANHPI communities, cultures and history and the intersectionality with other BIPOC communities; grounded in Seattle a plus.
- Previous experience and knowledge working with local and national media outlets, public relations specialists and advertising/creative agencies.
- Willingness to work under pressure and meet tight deadlines with a positive attitude and sense of humor.
- Strong understanding of digital platforms related to communications; and the range of media outlets, including web-based and social media.
- High proficiency with a range of computer software and other online, cloud-based project management and collaboration tools, desirable.

To Apply (no phone calls, please):

Please e-mail letter of interest and resume to: jobs@wingluke.org Preference given to applications submitted by May 31, 2023.

Museum Overview:

As a National Park Service Affiliated Area and the first Smithsonian affiliate in the Pacific Northwest, the Wing Luke Museum offers an authentic and unique perspective on the American story. Nationally recognized for our work in creating dynamic, community-driven exhibitions and programs, we put our community at the heart of each exhibition we create. The stories you see and hear within our walls are their authentic experiences and perspectives. From the struggles of early Asian pioneers to accomplished works by national Asian American, Native Hawaiian, and Pacific Islander (AANHPI) artists, their contributions give us a look at what it means to be uniquely American. Our 60,000 square foot facilities offer three floors to tell our communities' stories, with contemporary galleries showcasing both temporary and permanent exhibitions as well as preserved historic spaces accessible only through our daily guided tours. Beyond our walls, we tell the story of our neighborhood, Seattle's Chinatown-International District, and activate and steward multiple sites throughout the area. While economically challenged, it is a historically and culturally vibrant area, and we see ourselves as a neighborhood concierge and an economic anchor for the nearby small businesses. From restaurants to statues that you might not otherwise notice, there are layers of history and significance that are waiting to be uncovered. Wing Luke Museum offers guided neighborhood tours and events that will encourage you to discover stories and tastes both on and off the beaten path. For more information, please visit www.wingluke.org.

The Wing Luke Museum is a 501c3 organization. We are committed to diversity, equity, inclusion, accessibility, racial and social justice. BIPOC candidates are encouraged to apply.