

SCIENCENTER POSITION DESCRIPTION

Public and Media Relations Manager

(Reviewed by M. Collins 2018-20-06)

TITLE OF SUPERVISOR: Senior Director of External Relations

MAIN FUNCTION

The Public and Media Relations Manager is a primary steward of community and media relations for the Sciencenter, responsible for promotion, production and distribution of all Sciencenter publications and advertising activities, and manages online presence of the organization, including but not limited to the website and social media. The Public and Media Relations Manager works in close collaboration with the Senior Director of External Relations to coordinate communications for all organizational stakeholders, including but not limited to donors, members, the general public, the media, and community partners.

DUTIES AND RESPONSIBILITIES

Public and Media Relations. Manages the Sciencenter brand, ensuring the positive image and reputation of the organization throughout the region and nationally. Develops and cultivates relationships with members, community partners, and the media (newspapers, television and radio). Coordinates projects with various Sciencenter staff to develop communications that convey the Sciencenter's educational and community impact to stakeholders.

Promotion and Advertising. Publicizes museum exhibitions, programs, and special events to various media outlets and targeted audiences through press releases, the Sciencenter website, newsletters, eNews, social media outlets, PSAs, and other communications vehicles. Identifies appropriate advertising outlets and develops materials as needed. Takes or procures photos and edits them for various promotional uses. Develops ad copy, and coordinates with advertising outlets. Develops and maintains budgets for various PR related activities. Monitors and evaluates analytics for effectiveness of specific advertising outreach and online

presence. Serves as event photographer and/or liaison for media, as appropriate.

Publications. Coordinates the various Sciencenter publications for distribution to target audiences, including the quarterly print newsletters, monthly electronic newsletter, annual reports, and monthly events calendars. Coordinates the work of outside contractors, including but not limited to graphic designers, professional photographers, videographers, and web designers. Coordinates the development of content for membership materials, brochures, fliers, museum signage, education program pieces, and other printed materials.

Website Management. Responsible for development and maintenance of content for Sciencenter website.

Social Media Management. Develops, implements and updates comprehensive social media strategy. Identifies ways for the Sciencenter to be on the leading edge of social media technologies and applications.

EXPERIENCE AND SKILLS REQUIREMENTS

Displays a passion for the Sciencenter and its mission, as well as in serving and engaging with diverse communities and cultures

Bachelor's degree required

2+ years experience coordinating promotional activities and/or community and media relations for an organization.

Experience in writing of press releases, creating print ads, calendars of events, and coordinating PR events

2+ years demonstrated success in content creation, web graphics, web content management, and in using content management systems

Excellent writing skills essential; must understand and be comfortable in crafting donor-centric messages

Proficiency with Microsoft Office, web research, email, email marketing systems, and calendaring software

Graphic and web design skills - Adobe Creative Suite (CS5), especially Photoshop and InDesign; web content management using content management systems

Social media use and technologies

WORKING CONDITIONS

Congenial but fast-paced museum environment. Attendance at periodic evening and weekend meetings and events is required to fulfill job responsibilities.

TIME COMMITMENT

Full-time, 40 hr/week, exempt position. Full Sciencenter benefits provided. Salary commensurate with experience and qualifications. Sciencenter benefits include healthcare insurance benefits, paid time off, and retirement plan contribution.

APPLICATION INSTRUCTIONS

Please send a resume and cover letter in PDF format to cFagan@sciencenter.org.

DEADLINE

Open until filled

The Sciencenter is an Equal Opportunity Employer