



**Institute of Contemporary Art Los Angeles (ICA LA)  
Communications Manager**

**Department:** Communications

**Reports to:** Executive Director

**Status:** Full-time / Exempt

**Salary range:** \$55,000—\$65,000

**Benefits:** Healthcare (including vision and dental), vacation, sick leave, and paid holidays, following a probation period.

**Overview**

The Communications Manager advances ICA LA's mission and programs by providing management and oversight of all communications activities to enhance awareness of and participation in the museum's program for a wide range of audiences. Works with the executive director and senior leadership team on the development of the communications vision, strategy, and goals for the museum. Oversees the marketing and communications activities for the organization, including creative marketing plans, design collateral, social media, public relations, advertising, and digital strategies.

**Primary Responsibilities**

- Develop and implement annual institutional plan and schedule for communications initiatives, campaigns, and projects, including the development and management of digital media plans, in collaboration with the senior leadership team.
- Maintain regular contact and cultivate relationships with media representatives to develop strong working relationships.
- Update and maintain press database.
- Generate media coverage and increase public awareness and visibility locally, nationally, and internationally.
- Write, produce and distribute all collateral material to media outlets, including, but not limited to electronic press kits, media alerts, press releases, public service announcements, radio/TV advertising. Write and oversee production of informational and innovative marketing materials.
- Plan and coordinate press previews of museum exhibitions, interviews, events, and media appearances.
- Respond to inquiries from the media and general public.
- Manage content calendar and conceive, propose, and facilitate the development of strategic and creative approaches for the effective use of social media and other digital platforms.
- Participate actively, with senior leadership team, in the conception and facilitation of a branding campaign.

- Manage editorial tone consistent with ICA brand standards, and social media “voice.”
- Conceive, propose, and oversee the design, production, and placement of print and digital advertisements.
- Oversee and manage content of the museum’s website to ensure it supports marketing and communication goals and is updated with current information on a consistent basis.
- Serve as editor of bi-weekly museum newsletter; work with other staff to manage and oversee newsletter design and publication, targeting museum prospects, members, and stakeholders.
- Serve as spokesperson and brand manager for the museum, when appropriate.
- Coordinate photography and videography for special projects, public relations, digital platforms, and marketing materials, as needed.
- Identify opportunities to broaden audience by increasing accessibility of communications and marketing projects, materials, and campaigns with a strong eye for design.
- Monitor, collect, and archive all press-related coverage.
- Maintain and update museum style and interpretation guides with colleagues, including guidelines for written communication, marketing texts, and other writing.
- Provide copy editing to colleagues as needed for public and internal documents.
- Work with ED and finance manager to develop, monitor, facilitate, and reconcile departmental budget.
- Assist in the development and implementation of crisis communication strategies.

### **Qualifications**

- Three plus years’ experience in communications and marketing—preferably with non-profit cultural institutions.
- Vision, leadership, and great organizational skills.
- Proven track record in developing, implementing, and maintaining an effective press strategy that results in media coverage.
- Experience with marketing and branding strategies.
- Research and stay current on museum and cultural marketing trends and tools.
- Knowledge and passion about the rapidly evolving landscapes of media and journalism, with the ability to adapt to new trends and technologies.
- Excellent writing and editing skills.
- Strong organizational and communication skills. Ability to multi-task while meeting deadlines.
- Comfortable with public speaking and engagement. Able to represent the Museum and present information and ideas in an organized, concise manner to members of the media and the general public.
- Identifies as professional with an interest in art, culture, and public engagement.
- Knowledge of art history or appreciation of contemporary art a plus.
- Decisive decision-maker who can set and meet goals and objectives and work in a strong collaborative team environment.
- Interest in contemporary art and storytelling, to better educate visitors and guests.
- Strict adherence to professional ethics, including an evident practice of high-level confidentiality.
- Bilingual in English and Spanish (or another language) a plus.
- Ability to work flexible hours including evenings, weekends, and holidays.

## **EEO Statement**

ICA LA is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation, pregnancy and pregnancy-related conditions, or any other characteristic protected by law.

## **About ICA LA**

The Institute of Contemporary Art, Los Angeles (ICA LA) is an epicenter of artistic experimentation and incubator of new ideas.

Founded in 1984 as the Santa Monica Museum of Art (SMMoA) and reestablished in 2017 with a new identity and home in Downtown Los Angeles, ICA LA builds upon a distinguished history of bold curatorial vision and innovative programming to illuminate the important untold stories and emerging voices in contemporary art and culture. The museum's 12,700 square-foot renovated industrial building—designed by wHY Architecture under the leadership of Kulapat Yantrasast—features ample space for exhibitions, public programs, retail pop-ups, integrated offices, and special projects.

ICA LA's mission is to support art that sparks the pleasure of discovery and challenges the way we see and experience the world, ourselves, and each other. ICA LA is committed to upending hierarchies of race, class, gender, and culture. Through exhibitions, education programs, and community partnerships, ICA LA fosters critique of the familiar and empathy with the different.

ICA LA is committed to making contemporary art relevant and accessible for all. Admission is free.

## **To apply**

Please send a cover letter, CV, with and at least two professional references, and writing samples to [opportunities@theicala.org](mailto:opportunities@theicala.org), including the name of the position in the subject line.

Please no calls or in-person unscheduled visits.