

The Menil Collection Employment Opportunity

Title: *Manager of Communications*

Department: Communications Department

Reports to: Director of the Menil Collection

General Responsibilities:

The Manager of Communications manages all aspects of the Menil's communications program and is responsible for maintaining the intellectual integrity of communications efforts as well as promoting the values and aesthetic of the Menil Collection.

The Manager of Communications will serve as a member of the Museum's senior management team and oversee a team consisting of the Digital Communications Manager and Graphic Designer.

Specific Duties:

1. Maintain and build on an integrated strategic communications plan that broadens awareness of the Menil's exhibitions, public programs, collection, and unique visitor experience. Recommend ways to measure success in achieving strategic communications goals.
2. Work in concert with Menil leadership team to develop a comprehensive communications plan, a consistent message across platforms that include the Menil website, print publications and newsletters, membership/donor materials, and exhibition and public program announcements.
3. Work with Menil's Director and designated staff to provide editorial direction and visual continuity to the Menil's graphic identity ensuring consistency and a uniform voice for all communication materials, both digitally and in print.
4. Manage relationships with and evaluation of consultants and contractors in areas that include web development, photography, and videography.
5. With Digital Communications Manager, plan and manage the content of the Menil's website, web text, e-news, and social media on Facebook, Twitter, Instagram, and other platforms and applications.
6. Proactively build relationships with top-tier reporters and editors locally, nationally, and internationally and successfully position the Museum to achieve high-impact media placements.
7. Identify new media outlets to publicize the Menil, including digital media, periodicals, television, and radio.
8. Serve as point person, and occasionally as spokesperson, in media interactions that help promote or which impact the Menil.
9. Plan and manage Menil marketing and advertising strategies.
10. Support institutional advancement efforts. Help develop and implement strategies to increase attendance and membership.
11. Lead communications efforts in reputational and emergency management. Develop public statements, including those concerning Menil policy, positions on news or events

- affecting the Menil, exhibitions, and artists represented at the Menil, and other relevant issues.
12. Work with staff members to recognize communications opportunities and solutions to support fundraising efforts; define and execute appropriate strategies to support them.
 13. Manage the development of external and internal communications materials including, but not limited to press releases, press kits, exhibition calendars, and other informational materials (brochures, media advisories, PSAs).
 14. Oversee the day-to-day activities of the Communications Department, including budgeting, planning, and staff development.

Qualifications

1. Bachelor's degree in marketing, communications, liberal arts, or related field is required; an advanced degree is preferred.
2. Ten years' experience in marketing and communications, preferably in nonprofit sector; previous museum experience highly beneficial.
3. Outstanding written skills including the ability to write about the fine arts, museum programs, and community impact.
4. Creative, entrepreneurial thinker with ability to develop innovative approaches and strategies.
5. Personable, friendly. Able to contribute to a pleasant organizational environment, promote team and collaboration, and provide a positive experience for those with whom the Manager of Communications interacts.
6. Computer literate, internet-savvy, and proficient in MS Office and various social media platforms.
7. Demonstrated experience in creating and executing a comprehensive strategic communications program.
8. The stature, gravitas, and confidence to gain credibility with and the respect of a high-performing Board of Trustees.
9. Well-developed leadership skills.
10. Ability to commit such time as necessary to complete all assigned responsibilities, including some evening and weekend work.

Interested applicants may send resume, cover letter with salary expectations, and two writing samples to: Human Resources Department, The Menil Collection, 1519 Branard Street, Houston, Texas 77006. Application materials may also be emailed to hr@menil.org