



Communications Manager

Reports To: Chief Marketing Office

Status: Exempt, Full Time

Department: Marketing

Salary Range: \$40,000 - \$45,000 based on experience

POSITION SUMMARY

The Communications Manager will serve as the lead for marketing and promotion of Liichokoshkomo' and is also tasked with the communications efforts for the Museum, including exhibitions, events, programs and the Museum Store. The individual for this position will excel at project management, be an effective communicator, be able to generate targeted messages and manage institutional communication strategies to ensure excellence in execution of the Museum's communication efforts.

ESSENTIAL RESPONSIBILITIES

Marketing

- Develop annual Liichokoshkomo' promotions plan, including advertising, earned media and owned media, working with Museum marketing staff to ensure proper implementation. Includes special event and exhibition marketing related to Liichokoshkomo'
- Manage the Museum's Kids Council program
- Manage and update Liichokoshkomo' web page content
- Utilize strong people and management skills, working with a wide variety of internal and external partners to build positive relationships and ensure each group is kept informed and involved in the implementation of marketing plans

Media Relations

- Serve as primary media contact for Liichokoshkomo' and the Museum
- Manage media inquiries
 - o Provide information, press kits and photographs to meet editorial requests.
 - o Coordinate and supervise interview requests with appropriate museum staff.
- Secure local, regional, national and international media coverage of Liichokoshkomo' and the Museum's collections, educational and programmatic activities, exhibitions, events and Museum Store
 - o Solicit, plan, coordinate and host media visits.
 - o Write, route, edit, distribute and follow-up on targeted news releases
- Cultivate media contacts and maintain contact database
- Develop and maintain a comprehensive database of information and background stories for media use.
- Manage media at events, including assisting with group photo coordination



Media Tracking

- Track media mentions of Liichokoshkomo' and the Museum for a monthly PR report.
- Work with media tracking service to find potential places we are being mentioned but also ideas for other ways to promote the museum & events.
- Prepare media coverage report for executive team

Communications

- Develop and coordinate the execution of an annual communications plan to meet the specific communications goals of Liichokoshkomo', the Museum and the Museum Store.
- Lead development of a quarterly content calendar, working with the Marketing Specialist to develop schedules of news releases, website updates and social media posts.
- Develop and coordinate the execution of a crisis communications plan
- Identify and develop relationships with tourism and hospitality partners as well as local relationships with key arts and business organizations to expand customer base and promote Liichokoshkomo' and the Museum as a cultural destination

Content Creation

- Coordinate the fulfillment of advertorials and other writing assignments as needed.

Will participate in special events, openings, programs and receptions which can occur on evenings and weekends.

REQUIRED QUALIFICATIONS

- Bachelor's degree required in communications, marketing, or related field
- 5+ years of experience in public relations
- Working knowledge of project management
- Exceptional knowledge of AP writing style, as well as proven proofreading and editing skills
- Proficient in Microsoft Office (Word, Outlook, Excel and PowerPoint)
- Excellent written, oral and interpersonal communication skills
- Knowledge and understanding of various social media applications
- Ability to work well with others and maintain professional manner using tact, initiative, good judgment and confidentiality
- Deadline driven and ability to prioritize competing tasks while maintaining efficiency
- Knowledge of Constant Contact and WordPress
- Valid Oklahoma Driver License within 3 months of employment.

Physical Requirements:

Frequent exposure to pressure caused by deadline and busy periods; frequently required to lift, bend, stoop and carry; ability to engage in repetitive motions; grasp objects with fingers or hands; communicate including expressing oneself or exchanging information with others; visual acuity. Frequently sitting or standing for long periods of time.



Email resume, cover letter and writing examples to hr@nationalcowboymuseum.org

MISSION STATEMENT

The National Cowboy & Western Heritage Museum preserves and interprets the evolving history and cultures of the American West for the education & enrichment of its diverse audiences of both adults and children.