

North Carolina Museum of Art Foundation, Inc.



Job Title: Public Relations Manager
Opening Date/Time: April 3, 2017, 2017
Closing Date/Time: April 24, 2017
Job Type: Full Time Exempt
Location: North Carolina Museum of Art Foundation, Inc.
2110 Blue Ridge Road, Raleigh, NC 27607
Department: Marketing Department

Job Summary

The Public Relations Manager at the North Carolina Museum of Art is responsible for publicizing and interpreting the mission of the Museum to local, regional, and national news media, to the public via social media, and internally to staff. The Public Relations Manager is the main point of contact for the media and is responsible for creating and distributing press materials, securing media coverage, and hosting media events and visits. The position monitors and manages Museum social media channels, and coordinates engaging web and social copy, content and campaigns to support Museum goals. The person in this role should have an excellent working relationship with journalists, superior writing skills, and should understand how to craft a story across a variety of channels.

Key Responsibilities

Media relations and pitching (50%)

- Create media materials (press releases, image sheets, fact sheets, story ideas, etc.) and comprehensive PR plans, with timelines, targeting long- and short-lead publications, bloggers, social influencers, online outlets, TV, and radio outlets.
- Maintain publicity reports for staff and board, creating hard copy articles for reports and digital files, and media contact lists.
- Proactively develop and pitch story ideas to local, regional, and national media. Determine which stories are appropriate for which outlets. Maintain relationships and familiarity with journalists and the topics they cover to successfully place Museum stories. Respond to image requests. Show innovation with regards to story pitches and new outlets for promotion.
- Develop innovative programs or events for publicity, and plan and execute media preview events. Submit work orders for events. Invite and keep track of RSVPs for attending media, and prepare talking points for director and curators as needed.
- Stay abreast of Museum activities and events and ensure these are promoted accurately and in a timely fashion. Create and distribute monthly events calendars.
- Serve as escort for media visiting Museum and for in-house film shoots and as museum spokesperson as needed.

Social media management and marketing (25%)

- Manage social media (Facebook, Twitter, Instagram), including daily posting, engaging with audiences, responding to direct messages, and assisting with exhibition-related social media campaigns.
- Work with marketing, content, video production, web, blog, editing, and design teams to visually and creatively tell the Museum's stories via the web.

Community outreach, partnerships, and promotion (15%)

- Contact relevant community groups and organizations to promote exhibitions and events.
- Update events listings on third-party websites.
- Represent Museum at community events as needed.

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- Distribute rack cards and other materials to welcome centers and other groups on a by basis.

Other (10%)

- Create and distribute internal communications, sending updates about new works of art or other Museum news, and emailing relevant talking points to staff.
- Evaluate intern applications, schedule interviews, and select intern with Director of Marketing and Visitor Services. Supervise and create work plan for interns. Manage intern work schedule.

Minimum Requirements and Skills

- College degree in Communications, Public Relations, English, or related field.
- Seek solutions to problems before being asked to do so. Suggest improvements and take action to implement them. Seek out new opportunities to promote the museum.
- Demonstrate excellent writing skills and copy development to tell the Museum story.
- Demonstrate enthusiasm and energy about the Museum, its programs, and projects.
- Ensure good lines of communication with staff members in other departments. This is essential to discover needs and develop ideas for promotions.
- Adhere to established timelines and schedules. Respond within one business day to internal and external requests and messages.

Essential Physical Functions

- Ability to lift 20lbs throughout the day.
- Ability to sit or stand for long periods of time.

Equipment Used:

Basic office equipment; phone, computer, copier and fax machines

How to Apply:

Please submit your resume, cover letter to hrncmuseum@gmail.com.

- No phone calls please

Diversity Statement: The North Carolina Museum of Art Foundation, Inc. is committed to creating an equitable, hospitable, appreciative, safe, and inclusive environment – one that embraces the full spectrum of all community members’ contributions. The NCMA Foundation makes this commitment because: Diversity strengthens the workforce in competence and ability; Celebrating diversity appreciates and values individual differences; Diversity serves an increasingly heterogeneous society; Diversity is crucial to our ability to serve all citizens. The NCMA Foundation encourages and supports staff efforts to reach out to people of all races, national origins, abilities, religions, sexual orientations, veteran status, ages, and genders who visit and who live in communities nearby. This outreach is to focus on engaging in partnerships that expand programs and services in a way that is meaningful and of value to all people. The NCMA Foundation is dedicated to offering quality experiences to all visitors through a workforce and volunteer corps that reflects the diversity of North Carolina.

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The North Carolina Museum of Art Foundation, Inc. is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons with disabilities, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may contact hrcmuseum@gmail.com.