



TITLE: DIRECTOR OF MARKETING & COMMUNICATIONS

REPORTS TO: EXECUTIVE DIRECTOR/DEPUTY DIRECTOR

STATUS: FULL-TIME, EXEMPT

El Museo del Barrio, New York's leading Latino cultural institution, welcomes visitors of all backgrounds to discover the artistic and cultural landscape of the Caribbean and Latin America. The richness of Latino cultures is represented in El Museo's wide-ranging collections and exhibitions, complemented by performing arts events, cultural celebrations, and educational programs. A dynamic artistic, cultural, and community gathering space, El Museo is a center of cultural pride on New York's Museum Mile.

SCOPE AND PURPOSE OF ROLE

Reporting to the Deputy Executive Director, and working closely with the Executive Director, the Director of Marketing & Communications will set and guide the strategy for all marketing and communications initiatives aiming to increase awareness of and engagement in the Museums' exhibitions, permanent collection, and educational and public programs. In addition, the person will provide leadership, direction, and guidance to the Marketing & Communications Department. The successful candidate will be a hands-on, resourceful, organized, self-starting professional who is dedicated to teamwork, serving the community, and fulfilling the Museum's mission.

RESPONSIBILITIES

- Create, update, and implement a marketing communications plan (and related budget) aligned with institutional priorities, aimed at increasing awareness, and revenue goals, as well as addressing audience development needs, and reinforcing El Museo's brand.
- Direct all areas of marketing operations, including marketing strategy, public relations, digital channels, marketing collateral, and advertising.
- Lead marketing campaigns for the El Museo's renowned exhibitions, public programs, and educational initiatives, as well as fundraising initiatives, and onsite rentals.
- Develop a strategic approach to executing relevant digital marketing tactics through El Museo's primary platforms: Facebook, Instagram, Twitter, and TikTok (soon to be launched)
- Manage all aspects of El Museo del Barrio social media campaigns (paid and nonpaid), including market research, content development, publishing, and monitoring.
- Manage Webmaster (consultant) on all web-related matters, including maintenance and related updates.
- Create compelling messages and content for print and digital collateral including, but not

limited to, newsletters, brochures, and El Museo's website.

- Organize exhibition press previews and press related events, as well as related communications, including press releases, talking points, and media interview briefings, as well as handle all press related inquiries.
- Maintain good personal contacts and updated database of local, national, and international art critics, editors, feature writers, freelance writers, and broadcast journalists to develop extensive press coverage of exhibitions and other museum activities.
- Collaborate with fellow leaders of El Museo to achieve organization-wide goals to increase the museum's name recognition and reputation for outstanding exhibitions and arts programs with key audiences.
- Engage with the Board of Directors, including a Board Marketing Committee that meets quarterly to help advance strategic priorities for the organization.

QUALIFICATIONS

- BA degree, preferably in Communications, Journalism, Marketing or Art History.
- 5-7 years mid-to senior-level marketing experience in the arts, culture organization or public relations agency; savvy about current trends in marketing and audience development.
- Knowledge and familiarity with Adobe Creative Suite (InDesign, Photoshop, and Illustrator), as well as digital tools, such as Sprout Social, Later, and Google Analytics
- Strong analytical skills and data-driven thinking with regards to measuring marketing performance
- Deep understanding of social media marketing and content, as well as experience creating brand-driven content that builds visitor connection.
- Highly collaborative style; experience developing and implementing communications strategies.
- Self-starter, able to work effectively under pressure, manage priorities, and meet deadlines.
- Strong problem-solving skills
- Excellent interpersonal, written, and oral communication skills
- Knowledge of Art and Latino, Latinx, and Latin American culture
- Knowledge of Spanish is preferred

Application Instructions

Please send a cover letter and resume via email to jobs@elmuseo.org, with Director of Communications in the subject line. No phone calls, please.

El Museo values diversity in backgrounds and in experiences. El Museo's commitment to a diverse workforce has been a key to our success. In accordance with that commitment, El Museo provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, national origin, age, disability, predisposing genetic information, gender identity and/or expression, military, or veteran status

in accordance with applicable federal, state and/or local laws. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, transfer, leaves of absence, compensation, and training.