

Anchorage Museum Association

Title: Public Relations and Digital Engagement Manager Reports To: Director of Marketing and Public Relations FLSA Status: Exempt Approved By: Museum Director/CEO	EEO Class: First/Mid Offs & Mgrs
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Summary Position Statement:

Under the general supervision of the Director of Marketing and Public Relations, the Public Relations and Digital Engagement Manger develops imaginative and innovative approaches to reach and engage audiences through brand awareness that communicates the interrelationship between the museum's mission, vision, programs and the global community. This position supports audience engagement strategies through effective message-driven, multi-channel content development and communications for both internal and external audiences.

Essential Functions:

- Develop and implement the museum's digital content to ensure flawlessly curated, highly shareable and effective web-ready copy and e-communications.
- Work collaboratively with all departments and manage external vendors to develop and produce content for various digital outlets including web, in-gallery interactive projects, mobile apps, and social media.
- Manage online editorial calendars and digital campaigns, including social media strategy and implementation.
- Serve as lead in social media content development and posting across multiple platforms.
- Partner with Museum senior staff to define projects and develop creative solutions, while monitoring project goals, milestones and budget.
- Maintain editorial tone consistent with brand standards, social media "voice," message hierarchy and legal compliance.
- Develop visual communication, including photography and videography for social media.
- Use web analytics to inform content strategy.
- Coordinate production, help write and edit the museum's quarterly print newsletter, bi-monthly e-newsletter and other communications targeting museum members and stakeholders.
- Measure and report content effectiveness, refining approaches as needed.
- Re-write or modify copy written by others to clarify meaning in line with curatorial perspective and to conform to organizational style guidelines and editorial policy.

- Participate in development and distribution of innovative communications tools and methods to publicize museum activities, including print and electronic press releases, public service announcements, press kits, media alerts, fact sheets and other media-related material.
- Prepare digital images for sharing on multiple platforms and maintain photo databases.

Non-Essential Functions:

- Collaborate with the museum’s web developer on the creation of new systems and organize new and existing content and site navigation.
- Assist in development and monitoring of budgets, expenditures and subcontractors related to creation of promotional materials and campaigns.
- Assist with day-to-day media and public relations activities.
- Other duties as assigned.

Knowledge/Skills:

- Strong writing, editing, and proofreading skills.
- Strong communication and teamwork skills.
- Strong understanding of visual communication.
- Strong understanding of nonprofits/arts and culture organizations.
- Experience creating and executing content strategy within an interactive space, such as working on a large-scale website, creating/editing content for multiple channels with ability to collaborate on projects spanning multiple departments.
- Knowledge of the digital landscape, including current industry and user trends, emerging technologies and standards, information architecture and interactive design.
- Ability to scope, organize and execute multiple projects with interrelated goals, and be able to create and disseminate content, translating complex concepts into easy to understand content.
- Knowledge of key performance indicators for digital engagement and experience developing internal policies for social media and digital engagement.
- Familiarity with HTML, Umbraco or similar content management platform.
- Background and understanding in public relations principles and tactics.
- Proven skills in organization, planning, attention to detail, creative problem-solving.
- Strict adherence to deadlines and ability to manage multiple projects simultaneously.
- Ability to exercise a wide variety of creativity in all work areas.
- Practical/working knowledge of AP style.

- Experience in a non-profit organization environment preferred.
- Knowledge of graphic design principles and print and electronic media production.
- Knowledge of photographic composition and basic use of digital camera equipment
- Proficient with MSWord and Excel.
- Experience using photo databases (i.e Extensis Portfolio) and media tracking (i.e. Cision/Vocus) software preferred.

Qualifications:

- Bachelor’s degree in English, journalism, public relations, interaction design, visual communication, or a related field. Equivalent combination of education and experience will be considered. Five years of experience creating online/digital content.
- Three years’ experience in editing, writing and publication production within an organization desired. Experience within museums preferred.
- Three years’ experience in public relations, including media relations preferred.
- Must be able work non-standard hours as needed.

Employee Expectations:

As an AMA employee, the incumbent is expected to model the following traits:

- Foster and maintain open communication and collaboration and actively engage in the exchange of ideas and maintaining constructive relationships.
- Initiative and creativity in all aspects of the position.
- Lead by example by maintaining a high standard of professional ethics and conduct at all times.
- Treat everyone with dignity and respect at all times.
- Support and uphold the policies, procedures of the AMA as directed by the Museum Director and Board of Directors.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel; reach with hands and arms; talk or hear. The employee is regularly required to stand; walk; and occasionally required to stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close and color vision, and ability to adjust focus.

Work Environment:

The work environment characteristics described here are typical of an office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.