



Call for applications

The Museum of the Red River is accepting applications for the following position: Head of Communications and Outreach. The ideal candidate is a creative self-starter with strong communication skills. Related professional or academic experience is preferred. Occasional weekend/evening work hours and out-of-town travel will be required.

This is an entry to mid-level, full-time position. Compensation is based on experience and education, with an estimated hourly rate of \$18 -20. Other benefits, such as health insurance, are available.

Summary

The Head of Communications and Outreach is in charge of planning and executing the Museum's marketing strategy. He or she is responsible for a wide range of promotional materials including, but not limited to, press releases, social media posts, quarterly newsletters, ad copy, and all website content. He or she also oversees the creation of all non-traditional and traditional advertising materials.

This position also manages the Museum's Corporate Partnership and General Membership programs. Related responsibilities include planning donor events (6 to 8 annually), managing donor records, and preparing written solicitations.

Primary duties include:

- Developing a marketing strategy that promotes the Museum's many and varied activities through a range of communications channels
- Maintaining brand consistency for all promotional materials and communications
- Ensuring that all media placements, event listing deadlines, and print deadlines are met
- Creating paid and unpaid content for the Museum's social media accounts (Facebook and Instagram) and website
- Overseeing the creation of traditional marketing materials such as magazine ads, press releases, radio spots, and newsletters
- Analyzing market trends and recommending changes to marketing strategies
- Gathering and analyzing constituent (member, visitor, and attendee) information for the purpose of expanding the museum's reach
- Driving traffic to the Museum's website through good SEO/ SEM techniques and best practices
- Giving tours to VIPs and large school groups on an as-needed basis
- Speaking passionately and eloquently about the Museum and its mission to other organizations, members of the press, and donors
- Photographing Museum events on an as-needed basis
- Responding to online queries in a timely and professional manner
- Managing ad buys, while maintaining a balanced budget
- Maintaining strong working relations with the press and other crucial organizations; expanding the Museum's relationships with key media outlets



- Sending out General Membership and Corporate Partnership solicitations and renewals on an as-needed basis
- Planning small-scale membership events (6 to 8 annually)
- Processing membership/corporate partnership applications
- Attending to the Conference Center during the evening on an as-needed basis (averaging 2 to 3 times/month)

Other responsibilities may be assigned based on the candidate's proficiency. Some of the above tasks may be done by external contractors. This position requires considerable contact with other Museum staff and members of the public. Weekend work hours and out-of-town travel will be required.

Minimum Qualifications

- A Bachelor's degree in marketing, communications, public relations or equivalent professional experience
- Familiarity with traditional and non-traditional marketing strategies
- Basic computer literacy; familiarity with social media
- Excellent written and verbal communication skills
- Self-motivated; possesses excellent problem-solving skills
- Strong organizational and analytical skills
- Strategic, long-term thinker
- Able to absorb and understand new, complex information on short notice
- Adept at multi-tasking in a fast-paced environment
- Can distill and disseminate complex information quickly and succinctly
- Enjoys being part of a team

Desired Qualifications

- A BA or BS in marketing, communications, or a similar field AND 1 to 3 years of relevant professional experience
- Experience creating and executing digital marketing campaigns
- Previous experience working in a museum setting or similar environment
- Proficient with 5 of the following programs: Facebook Ad Manager, Google AdWords, WordPress, MailChimp, Microsoft Office, Photoshop, and InDesign
- Working knowledge of best photographic and graphic design practices

Submission Requirements

Applicants must send a resume, cover letter and a written assessment to pr@motrr.org. (Applications may also be mailed or dropped off at the Museum.) Please refer to the "Assessment_Head of Communications" document for assessment instructions. Incomplete applications will not be considered.

This is a multi-stage hiring process. Qualified candidates may be asked to provide additional writing samples and a list of references at a later stage. The final candidates will be interviewed on-site.



Start Date: Immediately

Employment

This is an entry to mid-level, full-time position. Compensation is based on experience and education, with an estimated hourly rate of \$18 – 20. Other benefits, such as health insurance, are available. The position reports directly to the Museum’s director. He or she will also work closely with other staff members.

This position is subject to IMSI’s employment regulations, plus federal and state law. Please note, Oklahoma is a right-to-work state.

Evaluation

The Museum operates on a calendar year. Annual contracts are issued after year-end self-evaluation and report, and any interviews determined by Museum Director.