

FLSA STATUS: Exempt

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MISSION STATEMENT:

SAMA provides museum services that exceed the expectations of our constituents and improve the cultural experiences of people throughout central and southwestern Pennsylvania through the arts.

OVERALL PURPOSE OF JOB:

This position exists to ensure the positive presence of Southern Alleghenies Museum of Art in the communities served by the institution. This will take place through development and execution of all marketing collateral including but not limited to print, broadcast and digital outlets. This position will also ensure positive community engagement through the development and execution of the annual fundraising campaign, collaboration with museum staff to facilitate signature, community and programming events and other museum initiatives.

ESSENTIAL FUNCTIONS OF JOB: (other duties may be assigned)**1. Develop and execute all public relations and marketing needs of the institution.****KEY MEASURES:**

- Collaborate with Museum staff to ensure timelines and needs are met
- Create print, broadcast and digital collateral to promote Southern Alleghenies Museum of Art.
- Ensure successful delivery and receipt of marketing collateral from appropriate media and promotional outlets
- Ensure industry innovations and standards are being met with regard to museum promotional practices
- Monitor marketing expenses relative to budget allocations
- Collaborate with Public Relations Committee of Board of Trustees to ensure industry best practices and innovation

2. Develop and steward relationships with key local media stakeholders**KEY MEASURES:**

- Identify and utilize networking opportunities to ensure strong, healthy, complimentary relationships with local media executives.
- Act as an ambassador of the museum to local media outlets

3. Develop and steward relationships with key community organizations**KEY MEASURES:**

- Attend meetings hosted by local chambers of commerce, tourism bureaus, and local municipalities
- Act as ambassador of museum to local chambers of commerce, tourism bureaus and municipalities

4. Develop and execute successful annual fundraising campaign**KEY MEASURES:**

- Identify key prospective donors
- Create campaign kit collateral and manage campaign execution
- Utilize donor management software to meet solicitation and fundraising standards and ethics
- Manage Museum staff execution of campaign benchmarks
- Collaborate with Development Committee of Board of Trustees to ensure industry best practices and innovation.

5. Collaborate with Museum staff to successfully execute signature, community and programming events**KEY MEASURES:**

- Collaborate with Museum staff to ensure timeline and benchmarks are being met
- Collaborate with necessary committees of Board of Trustees, including but not limited to, Acquisition, Exhibition and Education to ensure industry best practices and innovation.
- Collaborate with Executive Director and other Museum staff to Identify, solicit and steward event sponsors
- Attend and participate in Museum events

6. Supervise PR/Marketing and/or Development Intern

KEY MEASURES:

- Ensure a robust and productive learning environment
- Utilize talents and skills to better serve the institution
- Ensure employment and Museum policies and standards are met

7. Act as Museum representative in community

- Promote activities of the institution
- Develop key contacts within community
- Maintain positive public relations
- Attend exhibit openings and related events

OTHER DUTIES OF THE JOB:

1. Assist with ordering supplies
2. Provide tours of the satellite facility
3. Perform other duties as assigned or required.

SUPERVISION GIVEN TO THE FOLLOWING DEPARTMENTS:

This position has direct supervisory responsibility for Public Relations/Marketing and/or Development Intern

SUPERVISION RECEIVED FROM:

Supervision is *typically* received from the Executive Director

MENTAL DEMANDS TYPICAL OF THIS POSITION:

Ability to manage multiple projects/tasks; Provide close attention to detail; Utilize creativity; Meet frequent deadlines; Work closely with others; Maintain a high level of record keeping/routine paperwork

PHYSICAL DEMANDS TYPICAL OF THIS POSITION:

Frequently Incurred (Between 25% - 75% of time on job)

Ability to sit; Ability to stand; Ability to walk; Ability to climb stairs; Ability to communicate orally and in writing; Ability to lift between 10 and 15 pounds; Ability to carry up to 15 pounds.

Occasionally Incurred (Less than 25% of time on job)

Ability to reach at high and low levels

WORKING CONDITIONS TYPICAL OF THIS POSITION:

Occasionally Incurred (Less than 25% of time on job)

Exposure to intermittent noise
Occasionally work more than 40 hours.

PERSONAL PROTECTIVE EQUIPMENT TYPICAL OF THIS POSITION:

Occasionally Incurred (Less than 25% of time on job)

Use of eye protection and gloves.

QUALIFICATIONS:

Education

B.S. in Communications, Marketing, Public Relations, Journalism or related field.

Experience/Training

One (1) to Three (3) years related non-profit experience. Valid Pennsylvania Driver's License required.

KNOWLEDGE, SKILLS, AND ABILITIES TYPICAL OF THIS POSITION:

Problem Solving Skills

Ability to apply common sense and follow simple written or oral instructions.

Communication Skills

Ability to write catalogue essays, grant proposals and related exercises

Ability to read and comprehend general written correspondence, i.e., instructions, manuals, rules, etc.

Ability to write routine and general business correspondence, reports, etc.

Ability to establish and maintain effective work relationships.

Ability to discuss and respond to questions or complaints.

Ability to present to a group

Math Skills

Ability to calculate rate, ratio, percentage, discount, commission, etc.

Ability to apply concepts such as fractions, percentages, and ratios to practical situations

Computer Knowledge

Word Processing Software

Spreadsheet Software

Internet/E-mail

Desktop Publishing

Digital camera and associated programs.

Other Characteristics

Documentation and observation skills

Strong organizational skills

Ability to compare and evaluate works of art

Ability to research interpretive materials

Ability to follow established confidentiality policy

Ability to follow established safety standards

Ability to use various office equipment, i.e., copier, fax, shredder, printer, etc.

Working knowledge of applicable regulations

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

I have read the above position description and fully understand the requirements set forth therein. I can perform the essential functions of the position with or without accommodation. I will perform all duties and responsibilities to the best of my ability.

Signature of Associate: _____ Date: _____

Signature of Supervisor: _____ Date: _____

Signature of Director: _____ Date: _____