

Toledo Museum of Art Job Description

Job Title:	Communications and Public Relations Specialist
Department:	Public Relations
Reports To:	Director of Communications
FLSA Status:	Exempt
Employment Status:	Full Time

Since our founding in 1901, the Toledo Museum of Art has earned a global reputation for the quality of our collection, our innovative and extensive education programs, and our architecturally significant campus. More than 30,000 works of art represent American and European painting, the history of art in glass, ancient Greek, Roman, and Egyptian works, Asian and African art, medieval art, sculpture, decorative arts, graphic arts, and modern and contemporary art.

To accommodate the ever growing collection and demand for art education, the Museum campus has grown exponentially since its founding. From its humble first exhibition space in two rented rooms, the Museum has grown to cover approximately 36 acres with six buildings.

Thanks to the benevolence of its founders, as well as the continued support of its members, the Toledo Museum of Art remains a privately-endowed, non-profit institution and opens its collection to the public—free of charge—six days a week, 309 days a year. We are closed on Mondays and major holidays.

SUMMARY

Creates and cultivates positive relationships with local and regional media. Maintains regular communication and implements media relations plans by presenting Museum-related stories in terms that respond to media needs. Provides accurate, positive information in response to specific media requests. Coordinates and supervises media activities on TMA campus. Manages the creation and approval of media releases and kits, annual report, and other written materials. Oversees maintenance of database of media coverage and contacts. Regularly pitches stories to the local and regional media. Works along with external public relations firm to manage local, regional, national and international stories as needed.

KEY ACCOUNTABILITIES

- Broadens the Museum’s local and regional media exposure by identifying and initiating contact with media representatives in a widening area.
- Cultivates positive, on-going relationships by:
 - Recognizing specific media needs and responding to requests in a timely and professional manner
 - Providing approved, relevant information and materials.
 - Creating and feeding Museum-related stories of interest to the specific media’s identified market
- Promotes TMA’s programs, offerings, and exhibitions through local and regional media channels by:
 - Recommending specific approaches and targets for media communications to maximize response to Museum’s media communications
 - Pitching story ideas and angles to selected media outlet

- Coordinates and supervises media activities on TMA campus by:
 - Planning and coordinating press conferences and media preview events
 - Approving and scheduling presence of media representatives on TMA campus
 - Coordinating and scheduling interviews with Museum staff
 - Alerting proper Museum departments and staff of scheduled media visits
 - Accompanying members of the media on campus and ensuring that members of the media adhere to Museum guidelines and policies (coordinates alternate media escorts when appropriate)
- Produces and distributes all materials for media information and reference by:
 - Researching and writing news releases
 - Coordinating/confirming content with appropriate Museum staff
 - Collecting and formatting necessary digital images and credit lines
 - Identifying list of media recipients
 - Distributing materials via Web sites
- Tracks and manages media contact information and Museum interaction reports by:
 - Researching media affiliations and connections to maximize effectiveness of media relations efforts; managing and updating database of media contact information
 - Managing and updating database of all media communications
 - Documenting and tracking coverage in print and broadcast media
 - Producing reports of Museum media coverage as needed
- Contributes to team-based operations by:
 - Providing periodic media orientations for staff
 - Managing projects and distributing monthly e-newsletter
 - Attending Museum functions and events as assigned
 - Providing thorough status reports of media relations projects and results
 - Assisting in writing and producing marketing materials as assigned
 - Participating in cross-functional teams and projects as required
- Provide writing support to director of communications by:
 - Writing copy and editing images for members' magazine and e-newsletter;
 - Writing copy for press releases, advertisements, printed collateral, and Web site as assigned;
 - Working with photographer and registrar to obtain proper images and credit lines for print (includes requesting and directing photography as needed)
- Serves as lead social media manager including social media posting, scheduling, monitoring and providing feedback in weekly communications team meetings. Works in cooperation with the visual communications specialist to develop compelling content.
- Supervises Public Relations Interns as needed.

RELATIONSHIPS

Member of Communications Department; reports to Director of Communications; works closely with members of all other Museum branches.

SPECIALIZED KNOWLEDGE, COMPETENCIES, AND ABILITIES

- *Education and/or Experience* – Bachelor's degree in Public Relations, Journalism, English, or related field with three to five years related experience, or equivalent combination of education and experience.

- *Language Skills* – ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.
- *Mathematical Skills* – ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- *Reasoning Ability* – ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- *Computer Skills* – proficient in Microsoft Excel, Word, Access, PowerPoint, and Explorer software, as well as be familiar with Adobe PhotoShop.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

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. Regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. Frequently required to stand and walk. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and ability to adjust focus. Employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

The Toledo Museum of Art provides equal opportunity for employment and promotion to all qualified employees and applicants. No person shall be discriminated against in employment on the basis of race, color, religion, gender, age, national origin, marital status, disability, sexual orientation, veteran status or any other status or condition protected by applicable federal or state statutes. The Museum is committed to maintaining an environment in which all employees are treated equitably and given the opportunity to achieve their full potential in the workplace.