



Communications Manager

Department: External Affairs
Reports To: Chief Advancement and External Affairs Officer
FLSA Status: Full Time, Exempt

Summary:

With the CAEAO, the Communications Manager plans and executes marketing and communications initiatives to build awareness, drive attendance, and promote the Museum. This position is key to developing and implementing multi-channel, integrated campaigns and outreach efforts utilizing engagement methods including digital and traditional media.

Duties and Responsibilities:

- Oversees day-to-day execution of integrated marketing and communications plan in support of Museum's goals.
- Effectively manages relationships with outside agencies and consultants to fulfill objectives related to marketing and advertising, paid social media, and public relations.
- Writes relevant and engaging content and develops strategies for promoting it across a variety of print and digital media channels to reach key demographics. Crafts dynamic remarks for Museum leadership to deliver at events and programs.
- Collaborates across the organization to serve as quality control and editor to ensure communications are cohesive, meet Museum standards, and convey a consistent brand to both internal and external stakeholders.
- Fields press inquiries and proactively seeks media coverage to enhance the Museum's profile and to promote visits.
- Develops high-level project plans and timelines for the Museum's external affairs staff, consisting of graphic designer, marketing coordinator, and summer intern.
- Tracks and reports on metrics and analytics, establishing baselines and tracking effectiveness for all communications efforts.
- With input from the CAEAO, develops and implements the annual External Affairs budget; manages invoicing process and expenses to budget.
- Serves as a member of cross-departmental teams, as appropriate.

Key Requirements

- B.A./B.S., with preference for degree in English, Journalism, or Communications.
- At least five years of related experience, including serving in a managerial role.
- Excellent verbal and writing skills, with familiarity with A.P. style.
- Strong project planning, critical thinking and problem solving; self-motivated and self-directed.
- Superior organizational skills and attention to detail, flexibility, and the ability to adapt to a fast-paced environment, and the ability to reprioritize tasks as needed.
- Proficiency in OfficeSuite, Emma or other email marketing platform, Patron Manager or other CRM database.

Competencies

- Judgment/Decision Making
- Communication – Oral and Written
- Organization/Planning
- Business Literacy
- Non-Profit/Fundraising Familiarity
- Customer Service
- Integrity
- Initiative
- Teamwork

The Dallas Holocaust and Human Rights Museum is an equal opportunity employer. We value and strongly encourage a diverse environment.

Applicants, please send cover letter referencing the job title and resume to resume@dhhrm.org