Employment Opportunity – Director of Communications & Marketing
Full-Time

The Cummer Museum of Art & Gardens seeks a Director of Communications & Marketing who will be responsible for crafting a communications blueprint for the organization and will oversee and contribute to its implementation. This role reports directly to the Chief Advancement Officer (CAO).

The Director of Communications & Marketing is responsible for improving the Museum's communication strategies, collaborating closely with key personnel across departments, fostering strong connections with community partners, and advancing the institution’s messaging and brand identity. The Director of Communications & Marketing will work closely with the Museum’s staff to craft and manage the internal and external communications to effectively represent the Cummer Museum of Art & Gardens to visitors, members, donors, potential donors, and the greater Jacksonville and Northeastern Florida communities.

The Director of Communications & Marketing must excel at crafting and implementing a clear external communications engagement plan/strategy, creatively and effectively positioning key messages through comprehensive communication, media relations planning, leveraging social media and new media platforms, stakeholder outreach, and partner relations.

**Essential Functions:**
- Support the Cummer’s mission, vision, and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect of individual, commitment to our community, and accountability and ownership.
- Ensure that the Museum’s communications and engagement initiatives fully align and strengthen the goals and priorities of the Museum and its strategic plan.
- Effectively and broadly articulate the Cummer Museum of Art & Gardens’ brand.
- Work collaboratively to design, steward, and implement the ongoing communication plans of the Museum. This may include exhibitions, educational offerings, public programming, engagement opportunities, the Museum Shop, messaging campaigns for membership drives, impact reports, and donor-specific communications.
- Collaborate with the CAO and CEO to create a communications strategy for the Museum’s executive and board leadership.
- Integrate and successfully manage and deploy the Museum’s wide range of communications and outreach capabilities through:
  - print publications, including brochures, annual reports, and program guides
  - impact statements and other partnership materials
  - electronic media, including the Museum website, e-newsletters, and social media channels.
  - publicity, advertising, awards, and promotional opportunities
  - video productions
  - local, regional, and national media relations, including interviews, articles, and opinions
- Supervise consultants, freelance workers, vendors, and partners.
• Serve as a key spokesperson and lead on media relations, fostering relationships with journalists, bloggers, and influencers and providing media training for leadership.
• Oversee, or execute as needed, all copy intended for public consumption.
• Oversee, or execute as needed, the development of electronic communications including the Museum’s website, newsletters, and other electronic communications.
• Evaluate and manage direct report(s) in a manner consistent with the Museum’s employee review and management policies.
• Ensure that all Museum events are included and remain current in local community listings, and tourism materials.
• In coordination with CAO, develop and manage department budget.
• Serve as an active member of the Executive Leadership Team, working collaboratively with leaders across the Museum.
• Attend Museum events as needed.
• Participate in networking and community meetings.
• Perform other job duties as assigned.

Knowledge, Skills & Abilities:
• Bachelor’s Degree required
• Master’s degree in communications, Public Affairs, or equivalent, is preferred
• 7 years of experience in managing effective communications and external relations
• Prior experience working in a nonprofit and fundraising environment preferred.
• Strong program management skills, driven by a commitment to mission, quality, timely and effective outcomes, fiscal responsibility, and efficiency
• Supervisory experience with employees, freelancers/consultants, and vendors.
• Outstanding written and oral communications skills with full capability to write articles, position statements, print and e-communications, as well as public speaking and making presentations to stakeholder groups and the public, with strong ability to influence and inspire
• Excellent interpersonal and organizational skills, with the ability to network effectively, build relationships and engage others, and operate with demonstrated savvy, diplomacy, and respect
• Strong contributor and collaborator in a team environment
• Creative and innovative spirit
• Ability to coordinate the efforts of multiple parties and multiple projects while maintaining strong attention to detail
• Sound, strategic decision-making, based on analysis, experience, and judgment
• Experience working in deadline-driven environments while maintaining strong attention to detail
• Proficient with software, including the experience with full suite of Microsoft Office and the ability and affinity to leverage new media, social media, and technology platform innovations
• Knowledge of Adobe Creative Suite is a plus
• Proficiency in Blackbaud Altru software is a plus
• Valid Florida driver license
• Must have excellent work habits, including a willingness to work the hours necessary to get the job done, especially when important deadlines cause greater than normal departmental pressures
• Schedule may include nights and weekends due to events
Physical Demands/Work Environment:
- Must be able to occasionally lift/move up to 10 pounds
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Normal building and office environment with occasional outside work
- Frequently required to talk or hear
- Frequent periods of sitting (6+ hours) may be required during the workday
- Frequent periods of standing (4+ hours) may be required during events

Why us?
- Medical, dental, vision, life insurance, telemedicine, short-term and long-term disability coverages.
- 403b retirement plan with match up to 5%
- Generous Paid Time Off and Holiday Structure
- Early Access to exhibitions before public access
- Museum membership with North America Reciprocal Museum (NARM) access
- Discounts in café and shop
- Competitive compensation with opportunity for professional development
- Did we mention this is a museum and historical gardens? We’re surrounded by beauty.

Our Mission: To Engage and Inspire through the arts, gardens, and education.

Remote work: possible - 1 day per week (Monday)
Salary Range: $80,000-$89,000

Cover letter and resume required.

Qualified applicants send résumé, cover letter, and salary requirements to the Cummer Museum of Art & Gardens, Attn: Human Resources Department, 829 Riverside Avenue, Jacksonville, FL 32204 or jobs@cummermuseum.org

EQUAL EMPLOYMENT OPPORTUNITY POLICY
The Cummer Museum's policy is to provide equal employment opportunity to all qualified employees and applicants for employment without regard to race, color, ancestry, national origin, gender (including pregnancy), sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, service in the military, or any other protected status as required by federal, state, or local law. The Museum’s intent and desire is that equal employment opportunities will be provided in employment recruitment, selection, compensation, benefits, promotion, demotion, layoff, recall, transfer, leave of absence, termination, and all other terms and conditions of employment.

COMMITMENT TO DIVERSITY
The Museum is committed to creating and maintaining a workplace in which all employees have an opportunity to contribute to the success of the institution and are valued for their skills, experience, and unique perspectives. In addition to being an important principle of sound business management, this commitment is embodied in Museum policy and the way it does business.