

Chippewa Valley Museum
POSITION ANNOUNCEMENT
COMMUNICATIONS AND OUTREACH SPECIALIST

Position Summary:

The Chippewa Valley Museum (CVM) exists to connect people of all ages with the history & culture of the Chippewa Valley. The Communications and Outreach Specialist is responsible for all aspects of the Museum's marketing program, coordinates the Museum's web and social media presence, and manages the Museum's outreach efforts. This full-time position (40 hours/week) reports to the Executive Director.

Essential Duties and Responsibilities:

Marketing/Public Relations (40%)

- Develop and implement comprehensive marketing, branding, and public relations strategies.
- Design and distribute materials to increase awareness of CVM, its programs and resources.
- Assist in event sponsorship program.
- Manage social media presence.
- Gather and analyze market research.

Program Development and Coordination (40%)

- Develop and coordinate income-generating special events.
- Develop and manage CVM website.
- Produce print and electronic CVM newsletter and other communications for members and the public.

Operations/Other (20%)

- Supervise weekend building operations on rotation, as assigned

Qualifications:

- *Required:* Excellent written, oral, and visual communication skills
- *Required:* Excellent interpersonal skills.
- *Required:* Knowledge of marketing and public relations methods and techniques.
- *Required:* Ability to work both independently and in a team setting.
- *Required:* Bachelor's degree from an accredited college or university in communications, marketing, journalism, history, or related field, or three years equivalent experience.
- *Preferred:* Experience in museums or other non-profit agency operations, specifically marketing/public relations, event/program coordination, or fundraising
- *Preferred:* Demonstrated record of successful marketing experience including branding, social media, and public relations.
- *Preferred:* Knowledge of regional history and culture.
- *Desirable:* Photography, graphic or web design skills.
- *Desirable:* Experience working with volunteers.
- *Desirable:* Postsecondary coursework in history or related field
- *Desirable:* Strong public speaking skills

Schedule:

Begin as soon as possible.

Compensation:

Monthly: \$2,340 - \$2,513. Actual rate depends on preparation and experience. After successful conclusion of probationary period, eligible for leave and other benefits as described in Personnel Policy.

HOW TO APPLY: Submit cover letter and resume in PDF format to searchcommittee@cvmuseum.com with your name in the subject line. Application review will begin July 18, 2016 and continue until position is filled. Request a complete job description from searchcommittee@cvmuseum.com.