

POSITION ANNOUNCEMENT COMMUNICATIONS SPECIALIST



Position Summary:

The Chippewa Valley Museum connects people to our community and inspires curiosity by collecting, preserving, and sharing our region's historical and cultural resources. The Communications 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 (50%)

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

Program Development and Coordination (40%)

- Develop and manage the Chippewa Valley Museum website.
- Produce print and electronic the Chippewa Valley Museum newsletter and other communications for members and the public.
- Collaborate with community partners and staff to sustain and develop cross-organizational programs.

Operations/Other (10%)

- 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.
- *Preferred:* Strong public speaking skills
- *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

Schedule: Begin as soon as possible.

Compensation:

Monthly: \$2,340 - \$2,600. 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, resume, and references in PDF format to searchcommittee@cvmuseum.com with your name in the subject line. Application review begins August 21, 2017 and continues until position is filled. Request a complete job description from searchcommittee@cvmuseum.com.