



Sun Valley Museum of Art

191 FIFTH STREET EAST, KETCHUM, IDAHO
P.O. BOX 656, SUN VALLEY, ID 83353
208-726-9491 • www.svmoa.org

Job Title: Communications & Public Relations Manager

Reports To: Marketing Director

Purpose: Providing vital support to our Marketing team, this position will employ all marketing touchpoints to tell SVMoA's story—and demonstrate its impact on the community. This position works collaboratively within Marketing and Development, and with Programming, to create and/or distill the most compelling stories to position the organization as a critical community force for good. The Communications & Public Relations Manager will drive awareness, engagement and loyalty from our patrons and core audiences, and community at large.

The position is a hands-on job that demands a creative and strategic thinker, and energetic, self-directed, dependable candidate who possesses high attention to detail, excellent written and verbal communication skills, experience planning and creating content for digital and print materials, and the ability to manage multiple priorities at the same time. In return, the organization offers a great working environment, the opportunity to contribute to the success of a dynamic organization that has a direct impact on the future of our community.

Key Responsibilities:

Specific responsibilities include, but are not limited to:

Communications

- **Messaging Development:** in conjunction with SVMoA leadership create annual messaging plan and campaigns, developing themes and content. Acts as an ambassador for the organization to drive broader awareness, engagement and share the impact of organization.
- **Content Creation & Amplification:** seek, collect and develop SVMoA "story bank" for impactful and authentic storytelling. Help determine target audiences and assist with outlining a multi-channel, integrated approach to deliver content to our audience and community at large.
- **Copywriting & Editing:** Coordinate, collect, organize and generate content as needed, serve as primary editor to ensure consistent organizational voice for institutional and programming communications. Write institutional communications, blog posts, and press releases for the SVMoA's communication channels, including SVMoA's e-newsletter.
- **Editorial Guide:** help develop and maintain editorial guide framework to reflect the SVMoA brand "voice" and to ensure that communications are accurate, complete and consistent in both English and Spanish.
- **Social Media Management:** Implement and oversee SVMoA's social media strategy across a variety of platforms, including but not limited to: Facebook, Twitter, Instagram, LinkedIn, and YouTube. Own and execute digital editorial calendar developing cohesive programming and institutional social media campaigns and building our online presence/identity. Coordinate and manage paid online advertising initiatives through channels, such as Facebook Ad Manager and Google AdWords. Assist with content updates on SVMoA's website.

Public Relations

- Serve as primary media relations contact, assist with creation and implementation of strategic public relations outreach plan, build and develop press contact lists, actively cultivate media relationships and assist with story pitching regionally and nationally.
- Oversee press release schedule, release development and distribution, manage media and photography requests and press inquiries.

Event Support

- Work with Marketing and Development team to develop effective messaging, marketing strategy and outreach in support of the annual Wine Auction and other special events.
- Assist with general event support and other duties as assigned.

Key Interfaces:

This position will be responsible for maintaining relationships with:

- Development Department
- Artistic and Program Directors
- Wine Auction Director
- Third Party Communications & PR consultants
- This position will interface with the following groups outside the department:
 - Executive Director
 - Finance Officer
 - Board of Directors, Wine Auction Chairs/Committee

Focus:

Marketing/PR 70%, Development 30%

Details:

This is a full-time (40 hours/week), exempt position. The salary will range from \$55,000 - \$70,000 depending on qualifications. This position is eligible for benefits. Work may require the flexibility to work evenings and/or weekends according to The Museum's calendar of programs and events. Regular office hours for SVMoA's Ketchum location are Monday-Friday, 9am-5pm. SVMoA is open to the public Tuesday-Friday, 10am-5pm, Saturday, 11am-4pm.

Physical Demands:

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.

- On occasion, light physical effort including, but not limited to: Walking and/or brisk walking, lifting 10-45lbs, climbing/descending steps, climbing/descending ladders.
- Occasional nights, weekends, and long hours.

Education/Experience Required:

- Bachelor's degree with a minimum of 3-5+ years relevant work experience. Bachelor's degree in marketing, public relations, communications, or journalism preferred.
- A track record of developing and delivering communication strategies is desirable, as is experience of working closely with journalists and responding to media requests.
- Demonstrated excellence (and interest) in writing and interest in storytelling, and content creation.

- Demonstrated experience with content development and management on traditional and digital platforms essential (such as website, blog and/or social media channels such as Facebook, Twitter, Instagram, LinkedIn, and YouTube.)
- Proficiency with Microsoft Office applications, especially Excel, Word, PowerPoint, Outlook and Outlook calendar
- Proven ability to develop and maintain business relationships with a diverse range of people and personalities
- Ability to work collaboratively with teams in a dynamic work environment.
- Strong organizational skills and attention to detail.
- A desire to work within all facets of a multidisciplinary educational nonprofit arts organization.
- Proven experience creating and executing strategic communications plans.
- Solution-oriented strategic thinker and communicator.
- Self-directed, results-oriented project manager.
- Experience communicating with corporate and donor audiences.
- Knowledge of CMS, Database Management, InDesign and Photoshop helpful.
- Interest or experience in the arts a huge plus!

Diversity, Equity, and Inclusion:

Sun Valley Museum of Art (SVMoA) is committed to fostering and supporting a diverse workplace and is proud to be an equal opportunity employer. SVMoA invites applications from all qualified individuals and welcomes applications from women, members of racialized groups and visible minorities, indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. Accommodations are available for applicants with disabilities throughout the recruitment process. SVMoA has a clear vision: to be a workplace where a diverse mix of talented people are committed to delivering our mission of providing arts experiences for all.

Sun Valley Museum of Art is an Equal Opportunity Employer.

To Apply:

Send letter of interest and resume (including portfolio of work/writing samples) to information@svmoa.org.
Deadline for application is May 31, 2022 or until filled.