

PLEASE TOUCH MUSEUM®

Position Description

DIRECTOR, COMMUNICATIONS

Reports to:	President & CEO	Department:	Marketing & Communications
Direct Reports:		Division:	Communication
FLSA Status:	Exempt	Effective Date:	FY19
Status:	Full-Time	Hours / Week:	40

Background

Please Touch Museum, the Children’s Museum of Philadelphia (PTM), was founded in 1976 and was the first children’s museum to focus exclusively on young children ages birth to seven.

As a leading 21st century children’s museum, PTM’s exhibits, Museum experiences and educational programs are developed to engage children and foster the intellectual, social and emotional skills necessary to be successful in the classroom and in life. PTM’s mission is to change a child’s life as they discover the power of learning through play. PTM welcomes over half a million visitors a year from the greater Philadelphia region, across the country and around the globe. The Museum is housed in Memorial Hall, a National Historic Landmark with over, 100,000 sq. ft in total and 60,000 sq. ft of exhibit space.

Position Summary:

The Director, Communications is responsible for the planning, directing and maintaining a multi-platform communication program to advance the Museum’s institutional brand within the regional market as well as the cultural sector.

The Director, Communications will ensure the consistency of institutional messaging across all channels as well as establish annual plans and budgets across communication platforms. The Director, Communications will also coordinate a broad range of communications activities that advance the Museum mission, strategic plan, brand and reputation as well as support revenue generation as led by Director, Marketing.

This position contributes significantly to meeting the organizational goals and objectives of the Museum and is responsible for aligning department goals and initiatives with the strategy, mission and values of the organization.

This senior-level role manages the Communications Department.

Responsibilities:

- Elevates Museum initiatives through strategic communication programs that may include executive positioning for the Museum President, media engagement and outreach (*local, national, industry-focused*), corporate/foundation sponsor support and development of creative social media campaigns that drive greater interaction with the Museum.
- Provides communications, creative and earned/owned media support for all museum initiatives including support for internal clients: Museum Experience & Education, HR, Sales, Collections, Exhibitions, and Development.
- Directs all strategic communication initiatives in support of organizational goals, specifically related to driving increased gate, revenue and Membership. Develops and ensures clear communication of institutional messaging to both media and other external Museum stakeholders.
- Oversees the development and maintenance of an annual communication calendar, which prioritizes key institutional and programmatic messaging and establishes strategic communications initiatives for the year, including proactive outreach and events to drive earned media coverage. Cultivates a strong network of positive relationships with online, print and broadcast media.
- Works closely with Director, Marketing on ensuring institutional messaging across all marketing publications, including website, advertising and print collateral materials and PTM management team, notably the President's Office, to ensure that all communication materials are produced in an efficient, accurate and compelling manner.
- Oversees editorial direction and internal creative services, which encompasses design, production and distribution of social media graphics and key organizational publications, notably the Annual Report.
- Develops comprehensive plans for organizational communications efforts for external and internal communications. Creates annual plans and establishes budgets across communications platforms, working with all departments within the organization. Sets goals for core departmental functions and staff. Supports the work of Institutional Development by providing strategic communications support to corporate and foundation donors.
- Creates and manages a budget related to communication initiatives. Plans, implements and monitors financial resources, revenue goals and expenses for all operational areas of responsibility. Works to effectively communicate programs in collaboration with other senior staff members to develop actionable, cost-efficient communication plans. Conducts periodic reviews of communication goals to evaluate the effectiveness of current efforts and justify future expenditures.
- Advances the Museum's mission and program initiatives in the community and museum field. Continually builds and maintains senior level partnerships with regional and national organizations that are in the interest of bolstering PTM awareness.
- Serves as a spokesperson for the Museum, as needed. Works closely with the President's

Office to oversee the response for all crisis and issues management situations that arise, developing key internal and external messaging, managing media inquiries and identifying the appropriate spokesperson for each situation.

- Maintains a positive work environment that attracts, retains and motivates top-tier personnel. Recruits, trains, mentors and supervises qualified personnel, encouraging creative thinking and execution across platforms. Ensures effective management and timely responses/deliverables within the department.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree required, with an emphasis on Marketing, Communication or related disciplines. Master's degree in Communication, Business or related field preferred.
- A minimum of 6-8 years management experience in a communications position with progressive leadership in a large cultural, non-profit, for profit or academic institution. Those with communications agency experience in these or similar fields will also be considered.
- Experienced manager who has been a member of a leadership team, demonstrating outstanding communication skills (internal/external), a healthy understanding of both personal and team accountability, a commitment to mentoring and empowering staff as well as strong resource management skills.
- A minimum of:
 - 6-8 years of experience cultivating broadcast, print and online media, including pitching/placing stories, reporter relationship development and the review/revision of organizational materials for media/external distribution.
 - 3 years of experience acting as the primary print/broadcast spokesperson for an event/business/etc.
 - 3 years of experience drafting major company publications including newsletters and annual reports, crafting speeches and talking points for heads of major institutions.
- Exceptional written communication skills. News Reporting & Speech Writing. General experience and interest in public relations, including press pitching and writing press releases and media advisories.
- Experience in Executive positioning, notably through speech writing, opeds, bylined articles and presentation development.
- Comprehensive understanding and commitment to leveraging social media for greater public engagement with the Museum.
- Proven ability in Budget preparation and management.
- Advance knowledge of popular social media platforms and new trends in the field. Experience in Adobe Creative Suite a plus. MS Office a must.

- Experience with metrics, analytics and reporting.
- Proven project management experience; ability to think strategically; ability to prioritize, make independent decisions and work well under deadlines.
- Ability to work in multi-disciplinary teams. Strong relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.
- Ability to manage multiple complex priorities within demanding timeframes.
- Understanding of the museum industry, overall competition (*Children's museums nationwide and other regional children's attractions*) and the Philadelphia region.
- Demonstrated success in leadership roles developing communication strategies, including brand building research planning and development, promotion programs and public and media relations and digital communications.

Please Touch Museum offers an excellent working environment; a comprehensive benefit package and competitive salary. To apply for this opportunity, please mail your cover letter, resume, and accomplishments to: CHRO, Please Touch Museum, 4231 Avenue of the Republic, Philadelphia, PA 19131: Email: employment@pleasetouchmuseum.org fax: 215-581-3182 Office telephone: 215-581-3189 EOE

Posted: Friday, April 12, 2019