

Nasher Sculpture Center

Role Description

Manager of Communications

Status: Full-time, Exempt (salary, non-overtime); eligible for full benefits

Reports to: Director of Marketing and Communications

Interested candidates should submit a resume and cover letter to:
hr@nashersculpturecenter.org

Mission Statement

To be an international focal point and catalyst for the study, installation, conservation, and appreciation of modern and contemporary sculpture.

Position Summary:

The Manager of Communications position will serve as an integral part of the Nasher Sculpture Center Marketing and Communications team. This position will lead innovative communication strategies for the Center, overseeing all internal and external communications and media relations. Strategic thinking and strong copywriting skills are necessary, as well as some experience with design and visual standards. This is a highly collaborative role that works cross-functionally with every department across the organization.

Primary Responsibilities:

Marketing Communications

- Develop and execute communication strategies for all Nasher exhibitions, events, projects, and programming
- Write dynamic copy for all museum programs and exhibitions in collaboration with curatorial, education, and development
- Own and manage all Nasher email communications including working in Salesforce to manage lists and email analytics
- Report on email analytics and build strategies to improve performance
- Develop engaging content surrounding Nasher artists and programs in collaboration with the Graphic Designer and Social Media Manager
- Maintain the Nasher's clear and consistent brand voice across all channels

Public Relations

- Craft compelling press releases and strategic pitches to regional journalists and editors
- Collaborate closely with curatorial, education, and development to acquire assets for press kits and approve press releases
- Manage all media relationships including press previews, tours, and interviews
- Manage media lists, staying up to date on editorial staff of local, national, and international publications
- Manage outside agencies or contractors supporting the museum through public relations and related communication assets
- Coordinate press needs and opportunities directly with exhibition artists and Nasher Prize laureates, preparing briefs and facilitating interviews as needed
- Act as a spokesperson for the museum, crafting and maintaining institutional voice and accessibility in all written materials and for on-camera speaking, as needed; includes speechwriting for Nasher director, Carlos Basualdo
- Advise senior staff on public perception surrounding current events and optics, and develop language accordingly
- Supervise archival processes including media clippings and digital resource management alongside Social Media Manager

Internal Communications

- Own and manage the Nasher Internal Communications Guide and process
- Manage quarterly staff newsletter including advising on content for the Director's letter and managing cross-departmental information
- Manage biannual staff town halls including ideating content, discussion format, and managing reporting and results

Qualifications and Skills:

- Bachelor's degree required
- 5+ years of experience in communications and pr including direct experience with local and international media relationships
- Strong copywriting skills
- Experience working with a CRM platform – Salesforce experience is a plus
- Experience working with data to develop strategic marketing messaging
- Strong communicator and collaborator who can build alignment across departments
- Highly organized with the ability to manage multiple workstreams
- Proficiency with Microsoft Office 365 applications, including Word, Excel, and PowerPoint, and the ability to quickly learn new programs and platforms

Work Environment:

- Full-time, exempt, in-office position

Compensation

Compensation for this position is expected to fall within the range of \$65,000 - \$75,000 depending on experience and qualifications. The Nasher Sculpture Center is an equal opportunity employer and does not discriminate in the hiring of personnel on the basis of race, color, religion, national or ethnic origin, age, sexual orientation, gender identity, marital status, protected veteran status, disability status, or any other characteristic protected by law.