



Nasher Sculpture Center

Role Description

Director of Marketing & Communications

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

Reports to: Museum Director

Interested candidates should submit a resume or CV, along with an optional cover letter, to:
hr@nashersculpturecenter.org

(Description created: 2026-04)

Nasher Mission Statement

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

Role Description

Director of Marketing & Communications

The Director of Marketing and Communications leads the Nasher Sculpture Center's marketing and communications strategy, manages a team of specialist and experienced staff, and contributes actively to institutional leadership and cross-departmental planning.

This role oversees all aspects of the Nasher's communications program — promoting the museum's mission, values, and brand; ensuring clarity, consistency, and artistic integrity across all channels; and strengthening the museum's visibility locally, nationally, and internationally. The Director and their department serve as trusted partners to colleagues across the museum, working collaboratively to shape and communicate the programs they bring to the public. They support teams with disciplined planning, clear processes, and thoughtful messaging, ensuring that every exhibition, event, and initiative is communicated with accuracy, coherence, and care.

Essential Duties and Responsibilities

Strategy

- Develop and implement an integrated strategic marketing and communications plan aligned with the Nasher's new strategic plan.
- Lead a light but focused rebranding process in collaboration with an external brand consultant.
- Create strategies to broaden awareness of the Nasher's exhibitions, public programs, and collection among diverse and wider audiences.
- Establish clear metrics and methods for evaluating the success of marketing and communications initiatives.

Operations

- Develop a comprehensive operational plan for marketing and communications in collaboration with the leadership team.
- Plan and manage marketing and advertising strategies to support attendance, membership, and institutional visibility.
- Ensure consistent messaging and visual identity across all platforms, including the website, print materials, newsletters, membership and donor communications, and exhibition/program announcements.
- Provide editorial direction and graphic continuity to maintain a unified institutional voice and brand.
- Partner with the Director of Development and other staff to identify marketing and communications opportunities that support fundraising, membership, and donor engagement.
- Manage relationships with consultants and contractors in public relations, marketing/advertising, design, and photography, ensuring high-quality and cost-effective work.
- Oversee digital communications, including website content, e-news, and social media platforms.

- In partnership with the Manager of Communications build and maintain strong relationships with local, national, and international media; secure high-impact coverage for exhibitions, programs, and institutional initiatives.
- In partnership with the Manager of Communications identify and cultivate new media outlets and opportunities to expand the Nasher’s reach.
- Serve as spokesperson and ambassador for the museum, representing the Nasher in media interactions and public communications.
- Lead communications efforts in reputational and emergency management, including drafting public statements on policy, institutional positions, and issues affecting the museum or its artists.
- Oversee the development of all external and internal communications materials, including press releases, press kits, exhibition calendars, brochures, media advisories, and PSAs.

Team Leadership

- Lead and oversee the day-to-day activities of the Marketing and Communications department, including budgeting, planning, project management, and workflow coordination.
- Provide clear direction and professional development for team members.
- Foster a collaborative, creative, and accountable team culture in full alignment with the Nasher’s values and strategic priorities.

Qualifications, Education, and Skills

- Bachelor’s degree in marketing, communications, liberal arts, or a related field.
- At least 10 years’ experience in marketing and communications, preferably in the nonprofit or cultural sector; museum experience highly beneficial.
- Demonstrated experience creating and executing comprehensive strategic communications programs.
- Outstanding writing skills, with the ability to communicate eloquently about fine art, museum programs, and community impact.
- Proven ability to act as a creative, entrepreneurial leader and strategic thinker, developing innovative approaches and solutions.
- Strong digital literacy, including proficiency in social media, website management, and standard office software (Word, Excel, PowerPoint). Salesforce Account Engagement experience beneficial.
- Experience working successfully with teams, stakeholders, and external consultants or agencies.
- The stature, confidence, and interpersonal skill to work effectively with a high-performing Board of Trustees and senior leadership.
- Well-developed leadership and team-management skills.

- Ability to commit the time necessary to fulfil responsibilities, including occasional evening and weekend work as an ambassador for the Nasher.

Skills & Competencies

- Excellent judgement, diplomacy, and discretion.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- A collaborative, collegial working style that builds trust across the institution.
- A commitment to the Nasher's mission, values, and artistic integrity.

Work Environment

- Primarily on-site & office-based with occasional support at events or while traveling.
- Business attire and a high standard of professionalism required.

Compensation

Compensation for this position is expected to fall within the range of \$90,000 - \$120,000 depending on experience and qualifications.

Please note: this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.