



Director of Marketing + Communications (Full-Time Position)

About The Museum of Art + Light (MoA+L)

www.artlightmuseum.org

Founded in 2021, and opened to the public on November 8, 2024, the Museum of Art + Light (MoA+L) is a contemporary art museum that explores the limitless convergence of visual art, the creative process and digital technology.

Our Mission—to bridge 21st century technology with the visual and performing arts to incite positive emotion, cultivate meaningful connections, encourage artistic exploration, and spark innovation.

MoA+L captivates audiences through the presentation of rotating exhibitions featured on three floors. MoA+L's exhibitions, whether displayed as physical fine art objects in an array of media, or as unique digital immersive experiences inspired by original works of art created by artists past and present, are shown together with narrative context and versatile arts-inspired programming. All exhibitions provide illuminating, multi-sensory experiences that connect and stimulate visitors—families, youth of all ages, artists, community partners, and educators alike to have conversation and make personal meaning.

Our Values—central to our mission is the promotion, understanding, and appreciation of the arts through educational experiences that foster self-reflection, enhance critical and creative thinking, produce emotional responses, promote well-being, and facilitate community and cultural partnerships.

Summary of Position

The Museum of Art + Light (MoA+L) seeks an experienced Director of Marketing + Communications to Lead MoA+L's Marketing + Communications Department, located in Manhattan, Kansas. Reporting to the Director, and responsible for helping to shape, enhance, and refine the regional, national, and international image of the Museum of Art + Light, the director of communications oversees key activities related to public relations, promotion, institutional communication, marketing, website, social media, print production, graphics, and audience development. Designed to increase awareness of the MoA+L and engage a broad range of constituents, the Marketing + Communications Office is responsible for creating and sustaining the MoA+L brand through public relations, media relations, marketing, advertising,

website, social media, and all external communications and assists in developing messaging related to internal and external issues.

The director oversees all ephemeral publications, supervises the work of the graphic design department, and provides oversight of the MoA+L's brand standard, aesthetics, and appearance. The director works in a collegial, interdependent environment and collaborates regularly with colleagues in all departments, as well as with outside PR counsel as needed.

Requirements

The person in this position must be able to contribute to all phases of a project and thrives in working on a small, tight-knit team; a creative thinker who possesses a wide range of skills and qualifications including graphic design, copywriting, digital + social media expertise. They must be able to work effectively with a diverse staff, are highly organized, have good initiatives, take ownership, and have excellent project management skills. They must be a team player who can work successfully in a dynamic and collaborative environment and have a track record in developing and implementing innovative ideas, while not afraid to take on some administrative duties.

Major Duties + Responsibilities:

- Implements a comprehensive communication plan for the MoA+L to build and sustain public interest, awareness, and support for the museum's mission and public programs.
- Develops strategies and relationships to ensure a high degree of national and international visibility and appropriate media coverage; obtains print, broadcast, and digital coverage that positions the MoA+L as a leading contemporary art museum.
- Advises the Director regarding publicity opportunities and other MoA+L-related activities; provides insight and information on activities within the museum field to keep the director apprised of emerging trends, etc.
- Manages public relations, marketing, graphic design, and web staff and manages relationships with outside contractors.
- Positions the MoA+L as a leader in the museum field, and establish working relationships with journalists to underscore their perception that the MoA+L can be relied upon to provide expert opinions on museum-related matters.
- Develops and manages the departmental budgets for the Marketing + Communications Department.
- Works to build a Marketing + Communications staff to coordinate overall public relations, marketing and advertising campaigns for the MoA+L's special exhibitions, on-going brand awareness, tourism promotion, and in support of all major MoA+L sponsored events and activities.
- Participates as a member of the Leadership Team to provide input on all issues relating to the MoA+L's public persona, communications guidance on sensitive institutional matters, and leadership on all MoA+L management activities and decisions; serves on several other internal MoA+L committees/conversations to provide management-level oversight, shape messaging, etc.

- Manages all emergency communications to keep the public and the MoA+L's staff apprised of any issues that may arise; plays an active role in the MoA+L's emergency response team.
- Establishes and maintains a professional presence within the region to underscore the MoA+L as a leader in the community and creative economy and serve as an ambassador for the MoA+L both regionally and nationally; represents the MoA+L through participation in a variety of civic and tourism organizations and acts as a liaison with fellow cultural organizations and local and regional leaders, and other related organizations.
- Responsible for ensuring that the MoA+L's graphic brand identity and aesthetic is maintained in all printed material, signage, and other related projects.
- Responsible for editorial content and institutional messaging in all key publications produced by the department and provide input/advice to other departments on same.
- Responsible for reviewing all outgoing print and digital communications and for ensuring highest levels of editorial quality for all content.
- Ensures that Communications Department team meets the highest standards for all written materials emanating from the department.
- Assists other MoA+L departments to ensure accuracy and excellence in all written communications.
- Coordinates all digital communications activities, including advertising, website, and social media platforms.
- Stays informed as to emerging technologies related to communications tools and advises/guides the MoA+L in decision-making regarding the Museum's adoption/participation in these areas.
- Works to promote travel and tourism initiatives to raise awareness of the MoA+L and to encourage audience development; collaborates with other cultural venues, hotels, civic leaders, tourism destinations, and related community organizations to promote Kansas tourism.
- May serve as a MoA+L representative on boards of various community organizations that the MoA+L supports.
- As a team leader, works with all members of the Marketing + Communications Department, serving as a mentor and encouraging their continued growth and professional development.
- Other duties as assigned.

Desired Qualifications, Experiences, Skills, and Abilities:

- 5 years minimum of professional experience preferred;
- Portfolio demonstrating versatility in design modes and styles including digital and print;
- Proficiency in Adobe Creative Suite and PPT;
- Understanding marketing techniques in multiple mediums: print, online, social media, events, etc.;
- Knowledge of, passion for, and adeptness with social media platforms and comfort learning new applications, software, and technology;

- Excellent written and communication skills (to create compelling content for posts and marketing materials);
- Ability to work well in a fast-paced, deadline-driven environment with little supervision;
- Organization, initiative, work ethic, problem solving, teamwork;
- Proficient in MS Word/Excel/PowerPoint;
- Working knowledge (or more) of WordPress platform and CMS;
- Superior organization skills; exacting attention to detail and accuracy;
- Experience with Google analytics and social analytics;

To be considered for this opportunity, submit a resume and cover letter to both info@artlightmuseum.org

Submission Deadline: This job listing will remain open until the first interview phase is complete or until a sufficient number of qualified candidates have been identified. NOTE: Incomplete application materials may not receive full consideration for the position.

Physical Job Requirements:

While performing this job, the employee will be required to sit, stand and work, to lift up to 30 pounds. occasionally, do close work with a computer and perform repetitive hand movements.

Salary Range: \$60,000 - \$70,000 commensurate with experience (Yearly Salary)

Benefits: A suite of benefits are included with the position including paid time off, health insurance, and a 401K plan.