

## Responsibilities

- Develops and implements a communications plan to broaden awareness of the Museum's programs and initiatives.
- Manages content and production of the Museum's marketing materials, including but not limited to social media, website graphics, advertisements, flyers, and press releases, etc.
- Establishes and maintains connections with media (i.e. newspapers, magazines, radio, TV, etc.) in the Charlottesville-Albemarle area.
- Coordinates the Museum's participation in community fundraising opportunities.
- Develops and facilitates relationships with community organizations, including nonprofits, local businesses, universities, and colleges.
- Represents the Museum at community events.
- Other duties as assigned.

## Qualifications

- Must have strong written, oral, interpersonal, and presentation skills.
- Must have excellent networking and project management skills.
- Must have experience working with social media platforms, email and website management tools like Constant Contact and Expression Engine, and graphic design programs like Canva and Adobe Creative Cloud InDesign, Illustrator, and Photoshop.
- Must have a creative mindset and interest in working in a collaborative team environment.
- Should have an outgoing personality and must enjoy working with children.
- Must have a college degree and previous work experience in marketing.
- Must be fully vaccinated against COVID.