

## **Director of Communications**

The Director of Communications is a key part of Buffalo Niagara Heritage Village's (BNHV) management team. This person oversees the museum's external communications and is responsible for maximizing visitation, membership, and opportunities for community visibility. The Director of Communications is tasked with planning and executing all public relations, marketing, and community partnership functions for the organization.

Organization, professionalism, and discretion are key.

This position is full-time, non-exempt, and reports to the Executive Director.

### **Key Duties**

The Director of Communications is responsible for overseeing all external communications, marketing, and public relations including but not limited to:

- Public Relations
  - Develop and implement annual public relations plan
  - Ensure timely and effective communication of all major events, programs, and occurrences to media contacts and community stakeholders via press releases, email, social media posts, and other means.
  - Identify and pursue opportunities to increase organizational visibility within the community.
  - Develop and maintain organizational relationships with local media outlets
  - Guide organizational response to public inquiry, current events, etc.
- Marketing
  - Develop and implement annual marketing plan
  - Design and place content for advertisement, social media, and email marketing
  - Develop and maintain annual marketing budget
- Development
  - Work with Director of Development and Executive Director to design and implement digital and outreach fundraising strategies
- Identify opportunities for community partnerships with other nonprofits, businesses, and organizations
- Drive increased attendance, membership, and community engagement through marketing and community partnerships
- Other duties as assigned.

### **Qualifications:**

- High school diploma
- Bachelor's degree in Communications, Marketing, or similar preferred

- 3-5 years experience in marketing, communications, or public relations role
- Proficiency in social media platforms and social media management tools
- Proficiency in content creation, including but not limited to photography and photo editing, video and video editing, audio, graphic design, and copywriting
- Strong understanding of marketing and social media analytics
- Experience with and understanding of local media markets and experience with nonprofit fundraising considered a strong plus

### **Expectations:**

The ideal candidate will be self-directed, organized, and able to proactively manage multiple projects and tasks. They will have excellent writing and communication skills, and are able to work independently and proactively.

- Excellent written and verbal communication skills, including use of proper English grammar, punctuation, proofreading, and professional tone.
- Strong organizational, time, and office management skills.
- Ability to self-manage and multi-task, organize, and prioritize multiple tasks and streams of work without direction or supervision.
- Ability to maintain discretion, confidentiality, and diplomacy.
- Comfortable interacting via email, phone, and in-person.

### **Schedule, Salary, and Benefits**

- Full-Time, on-site role. Flexible schedule with hybrid possibility. M-F.
  - Additional hours for special events, programs, meetings, BNHV Community Events, and facility rentals are occasionally required.
- Salary: \$55,000- \$65,000 commensurate with experience
- Benefits: Generous sick and vacation package, multiple company holidays throughout the year plus vacation between Christmas Eve and New Year's Day. Health and dental.

### **To Apply:**

Please submit a cover letter and resume to [cstiver@bnhv.org](mailto:cstiver@bnhv.org). Submissions without a cover letter will not be considered. No phone calls.