



*Opportunity:* Stanley Museum of Art at the University of Iowa

**POSITION OVERVIEW**

<b>Department:</b> Stanley Museum of Art, Office of the Provost		
<b>University Classification:</b> Constituent Relations Coordinator	<b>UI Job Code:</b> PMP2	<b>Pay Level:</b> 3A
<b>Working Title:</b> Museum Communications Coordinator		
<b>Percent Time:</b> 100% (40hrs/wk.)	<b>Position Type:</b> Regular P&S, Ongoing	
<b>Administrative Supervisor:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (may supervise students)	<b>Reports to:</b> Lauren Lessing (Collections/Exhibitions Director)	
<b>Compensation:</b> \$42,500-\$47,500 anticipated hiring annual salary range; <b>Competitive benefits</b>		

**POSITION SUMMARY**

The University of Iowa Stanley Museum of Art seeks a motivated, nimble, and creative individual to develop and implement a strategic communication strategy that builds and supports the overall brand of the Stanley Museum of Art. The Museum Communications Coordinator would build working relationships with campus partners to ensure audiences are aware of museum exhibitions and engagement opportunities. The individual will be responsible for the management of public and media relations, as well as coordinating print and digital assets that support museum priorities. Responsibilities also include writing original content for media, internal communications, and social media. A successful candidate will have a passion for the arts, engaging with diverse audiences and a collaborative work style. Position reports to the Museum’s director.

**WHAT YOU DO**

<p><b>Message Development and Implementation</b></p> <ul style="list-style-type: none"> <li>• Writing effective, creative, and professional copy for various publications and media including print, digital, radio, and TV advertising, marketing collateral and signage, press releases, and email marketing.</li> <li>• Maintaining, updating, and optimizing the museum’s website using analytics and best practices</li> <li>• Creating and posting/boosting social media content, developing a digital advertising program, and executing improvements based on analytics and best practices</li> <li>• Creating and managing video and audio content development and production, which could potentially include managing freelance content creators and editors.</li> </ul>
<p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>• Working with other UI departments/units and the UI Center for Advancement to create collaborative marketing and communication partnerships</li> <li>• Working with local cultural organizations in Iowa City and other arts organizations in the State of Iowa to coordinate outreach and cross-promote selected events.</li> <li>• Cultivating and managing relationships with outside vendors, consultants, and media outlets</li> </ul>
<p><b>Strategic Planning</b></p> <ul style="list-style-type: none"> <li>• Creating, monitoring, and revising media production budgets, schedules, and tasks using the museum’s tracking tools (Asana, Excel, Outlook)</li> <li>• Staying up to date on the latest digital performance technology and best practices so that the museum can apply current best practices for digital presentations</li> <li>• Ensuring all marketing and publicity materials meet brand and accessibility standards</li> </ul>

### **Organizational Communications – Proficiency: *WORKING***

*What this looks like:*

- Explains the rationale for major organizational communication initiatives.
- Participates in developing and coordinating a communications event or campaign.
- Implements the major communications activities within the organization and helps support these functions.
- Works with public media such as print, radio or television.
- Researches common communications events and the associated media for such events.

### **Planning: Tactical, Strategic – Proficiency: *WORKING***

*What this looks like:*

- Contributes to short-term operational plans.
- Monitors progress of work against plan as required to meet objectives.
- Reports variances and makes agreed-upon corrections.
- Under guidance, develops tactical plan for own direct responsibility.
- Anticipates and adapts to plan changes.

### **Public Relations – Proficiency: *WORKING***

*What this looks like:*

- Reviews standard guidelines on the avenues involved in public relations.
- Positions the general layout and content of a press release.
- Works with organizations in the community in support of the local image.
- Explains the distribution process of a press release.
- Coordinates current PR activities in the community.

### **Relationship Management – Proficiency: *WORKING***

*What this looks like:*

- Describes the roles and responsibilities in a collaborative working relationship.
- Monitors satisfaction levels on a regular basis.
- Alerts own team to problems in satisfaction.
- Ensures prompt and effective response to requests and interactions from "customers".
- Works with "customers" to address critical issues and resolve major problems.

## **UNIVERSITY EXPECTATIONS (see definitions and proficiency levels [here](#))**

### **Collaboration/Positive Impact – Proficiency: *BASIC***

*What this looks like:*

- Grasps the inevitability and challenges of change and adapts accordingly; utilizes learning opportunities to prepare for changing work, methods and work environment.
- Demonstrates civil and respectful behaviors valued within the organization.
- Provides and accepts ideas and suggestions in a constructive and helpful manner.
- Exhibits good teamwork: is approachable, cooperative, and contributes to an overall positive and productive work/team environment.

# IOWA

## **Diversity, Equity and Inclusion** – Proficiency: *BASIC*

*What this looks like:*

- Articulates the University's commitment to diversity, equity and inclusion as it relates to their role at the university.
- Demonstrates civil and respectful behaviors in support of the UI Human Rights policy that prohibits any differences in treatment that deprives the person of consideration as an individual.
- Demonstrates a willingness to examine one's own biases, assumptions, and attitudes.
- Knows where to find diversity-related organizational policies, procedures, and resources.

## **Service Excellence/Customer Service** – Proficiency: *BASIC*

*What this looks like:*

- Consistently provides excellent service.
- Manages customer expectations and takes responsibility to enhance service excellence.
- Communicates understandably; uses appropriate words, grammar and mannerisms in all mediums.
- Seeks feedback on communication style and effectiveness.

## **QUALIFICATIONS YOU BRING**

### **Required:**

- Bachelor's degree in marketing, communications, journalism, public relations, or a related field, or equivalent combination of education and experience
- One to three years of professional experience in marketing, communications, journalism, public relations, or related field
- Strong written, verbal, and visual communication skills; excellent interpersonal skills and proactive customer service abilities; meticulous attention to detail.
- Understanding of search engine optimization and web analytics
- Ability to support the development of projects to ensure efficient use of departmental resources to achieve project objectives
- Ability to manage assignments and meet deadlines
- Must have a positive influence on others and be able to work effectively in a collaborative environment that expects and promotes teamwork

### **Desired:**

- A passion for the arts (broadly defined)
- Experience working in a deadline-driven environment
- Familiarity with photography and video production
- Creativity and imagination
- Ability to adapt to changing priorities
- Copy writing skills (or willingness to develop those skills) desired

## **ABOUT THE DEPARTMENT**

The University of Iowa Stanley Museum of Art welcomes the University of Iowa community, all Iowans, and the world to discover and enjoy extraordinary works of art, explore new ideas, and cultivate new insights into history, culture, and the act of creation. We create diverse communities around our collections by fostering creative connections across the university, the state, and the world. Through the wise stewardship and dynamic presentation of the collections in our care, the Stanley Museum encourages transformative encounters with works of art and contemplation of the human story.