

## ASSOCIATE DIRECTOR MARKETING AND COMMUNICATIONS

### ABOUT THE HENRY ART GALLERY

The Henry Art Gallery was founded as Washington State's first art museum by Seattle entrepreneur Horace C. Henry on the principle that art stimulates inquiry, fosters knowledge, and builds a healthy community. In 1926, Horace C. and Susan Henry donated their collection of 172 paintings along with \$100,000 to the University of Washington for the construction of the Henry Art Gallery. The museum was designed by Carl F. Gould, founder and director of the University's department of architecture. The Henry opened to the public on February 10, 1927. Since the opening of the museum, the Henry Art Gallery has served the Pacific Northwest as a pioneering institution, presenting groundbreaking exhibitions and commissioning new work. We have built an international reputation for being first in the field to champion artists who would go on to international acclaim, and for premiering or sponsoring new work by artists of note.

### ABOUT THE POSITION

The Henry seeks a dynamic, results-oriented content strategist to serve as Associate Director for Marketing and Communications. This position is responsible for providing the leadership and fresh ideas that will help the Henry grow museum attendance significantly over the next four years. Creating compelling and consistent narratives that shape public perception and drive our engagement outcomes is key to success in this role. A creative thinker who is experienced with complex project management, motivated by data and analytics, and committed to the arts will be an especially good fit for this team.

The Associate Director for Marketing and Communications will supervise 1 FT designer and at least one PT staff who, in addition to exhibition and program marketing, are also responsible for the creation of visual identities for each exhibition and, when applicable, their corresponding publications. The position also works cross-departmentally to expand and engage our audiences, closely collaborating with the public programs, museum services and membership teams.

Reports to: Deputy Director of External Relations

### SPECIFIC DUTIES INCLUDE:

#### MARKETING

- In consultation with museum leadership, develop an integrated, multi-channel marketing plan that aligns with the museum's new strategic plan.
- Manage institutional brand and image.
- Oversee the design, production, and distribution of all push marketing, including print, web, e-newsletters, and social media.
- Develop initiatives for building audience loyalty, repeat visitorship, and deeper online engagement.
- Utilize data analytics to build greater knowledge of the Henry's audiences and segment communications.

#### PUBLIC AND MEDIA RELATIONS

- Maintain a robust database of media contacts and conduct targeted outreach for each exhibition and artist we present.
- Schedule and oversee the creation of press releases and press events.
- Actively monitor published press coverage and social media mentions. Build and maintain offline archives of key media coverage, and compile reports as needed to support senior staff.
- Activate interest in the Henry's work through innovative social media content. Ensure that social media guidelines are known and met by all people posting on behalf of the institution.
- Serve as a "front-line" communicator with the public, responding to media inquiries and requests in a timely manner.
- Proactively address press issues by briefing the Director and Deputy Director.
- Build and grow media sponsorships (cash or in-kind) for exhibitions and programs.
- Develop and maintain relationships with communications colleagues at the University of Washington and with the Henry's partner organizations.

## MANAGEMENT

- Oversee the museum's graphic designer, as well as departmental work study students and interns.
- Ensure that department projects are on time and on budget, establishing efficient review processes for editorial content and design.
- Create and oversee marketing budgets, participating in revenue projections and museum-wide strategic planning processes.

Other duties as assigned.

## QUALIFICATIONS, SKILLS, AND ABILITIES:

- Bachelor's degree in communications, marketing or related field, or in an arts or arts management field with writing and editing/communications experience. A combination of education and experience can meet this criterion.
- Demonstrated experience in managing the editorial process for a variety of digital and print content and media.
- Management experience that demonstrates success in leading a creative team.
- Ability to translate complex ideas and grow target audience awareness and engagement by providing regular, helpful content aligned with needs and interests. Demonstrated success in writing about the visual arts is a strong plus.
- Ability to lead discussions at both the strategic and tactical levels. Persuasive presenter with excellent verbal and written communication skills.
- Familiarity with marketing trends and technologies.

To apply, please send a letter of intent, resume, and salary expectations to [jobs@henryart.org](mailto:jobs@henryart.org). Incomplete application materials will not be considered. No phone calls, please.

The Henry is an Equal Employment Opportunity employer. We are committed to providing a positive working environment for employees, students, volunteers, and artists.