



THE AMERICAN CIVIL WAR MUSEUM

COMMUNICATIONS MANAGER

The job...

Crafting and executing strategic communications to enhance the museum's visibility, reputation, and engagement with the public and stakeholders. As a key advocate for the museum, the Communication Manager leverages communication tools and strategies to strengthen the impact and reach of the museum's brand. The communications manager develops content that attracts visitors, engages communities, and supports fundraising initiatives by effectively promoting exhibitions, educational programs, and events. Additionally, they play a crucial role in fostering internal communication and collaboration among different departments to ensure alignment with the museum's mission and goals. The Communications Manager is a member of the ACWM marketing team and reports to the Director of Marketing.

The requirements...

- At least 2 years experience in digital platform management with demonstrated ability in content creation
- Superior capability in website management and page development with demonstrated ability
- Strong writing and editing skills
- Working knowledge of Mailchimp system and optimization practices
- Ability to work closely with a team and independently to meet deadlines on multiple projects

The responsibilities...

- Manage the museum's online presence, including websites, social media platforms, email marketing, and multimedia content creation
- Developing communication strategies that align with the museum's goals, mission, and target audience
- Manage marketing collaborations with other departments in the promotion of exhibitions, educational programs, and any other museum initiatives
- Ensure project deadlines are met

The specifics...

Strategic Planning:

- Develop and execute communication strategies to ensure museum visitation goals are met in accordance with the institutional strategic plan
- Collaborate with key stakeholders to align communication efforts with organizational goals

Media Relations:

- Cultivate relationships with influencers, bloggers, and media outlets to foster earned media coverage
- Prepare press releases, media kits, and maintain the media resource master list

Digital Communication:

- Oversee, maintain, and develop content as needed for the museum's website to ensure SEO
- Oversee social media channels, and email marketing campaigns by developing content and ensuring best practices are utilized for optimal engagement
- Tracking marketing department identified KPI's
- Create engaging content to promote exhibitions, events, and educational programs

About Us: The American Civil War Museum promotes a better understanding of the Civil War - its causes, course, and consequences. Our world-class collection of artifacts and programs serve as a resource to educators, historians, and visitors from across the country. With locations in Richmond and Appomattox, the Museum explores the stories of the Civil War and its legacies. Visit us at acwm.org to find out more.

To apply, please send a resume, cover letter to jmaloney@acwm.org

DISCLAIMER: The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time. Management may also modify working hours and work location at any point in time. This job description is not an employment agreement or contract.

Equal Employment Opportunity (EEO): The American Civil War Museum provides equal employment opportunities for all applicants and employees. We do not unlawfully discriminate on the basis of race, color, creed, ancestry, medical condition, religion, sex, national origin, age, disability, veteran status, marital status, sexual preference or any other basis prohibited by federal or state law or local ordinance applicable to our work locations. We also make reasonable accommodations for disabled employees if we are aware of the need for accommodation and if the requested accommodation does not cause undue hardship as interpreted from the ADA/ADAAA. This policy applies to all areas of employment, including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social and recreational programs. Finally, we prohibit the harassment of any individual.