



## The Fabric Workshop and Museum

### Senior Communications Manager

The Fabric Workshop and Museum (FWM) is a contemporary art museum, with an internationally acclaimed Artists-in-Residence (AIR) program, located in Center City, Philadelphia. Founded in 1977, FWM encourages artists at all stages of their careers to experiment with new materials and new media in a veritable living laboratory. FWM is easily accessible via public transit and is steps from Reading Terminal Market and blocks from Chinatown and historic City Hall.

FWM seeks a Senior Communications Manager to execute FWM's marketing and public relations initiatives and work collaboratively with staff to promote FWM's programs, vision, and mission through consistent messaging and a unified voice across all media platforms. The Senior Communications Manager builds and sustains the identity of FWM as a site that stimulates experimentation among contemporary artists and shares the creative process with local and international communities. This position manages the strategy and execution of FWM's marketing and public relations initiatives, serving as the primary source, disseminator, and conduit of information within this diverse network and constituent base. The Senior Communications Manager will report directly to – and works with guidance from – the Director of Development.

This full-time (40 hours per week, M-F, 10am – 6pm) position takes place onsite. The salary is \$60,000-\$64,000 annually, and benefits include medical, vision, and dental, access to retirement savings, vacation time and sick/personal days, paid holidays, access to an employee assistance program, FWM membership, FWM Museum Shop employee discount, and American Alliance of Museums membership.

### DUTIES & RESPONSIBILITIES

- Expands and enhances FWM's local and international reputation through the promotion of FWM's programs, vision, and brand.
- Actively participates in the field to cultivate and build strong relationships with new and existing media contacts and colleagues at other institutions.
- Working with Director of Development and Executive Director, develops and implements strategic initiatives to drive audience growth and cultivate visitor loyalty while streamlining processes and developing sustainable practices.
- Prepares and executes marketing campaigns that integrate print, broadcast, and digital media outlets.
  - Develops and tracks budgets, deadline schedules, and outcomes for each campaign.
  - Defines key performance indicators for each communications channel to analyze efficacy.
- Oversees all communications with design consultants, PR firms, and advertising outlets.

- Liaises with FWM’s web consultant on website updates, FWM’s graphic design firm on projects in progress, and FWM’s PR firm on media coverage pipeline, including helping staff press visits.
- Manages and maintains FWM's social media channels (Facebook, Twitter, and Instagram), email marketing system (Constant Contact), and website, in coordination with FWM's visual media staff and design consultants.
- Manages FWM YouTube channel and expanded integration of video content into other platforms.
  - Liaises with Visual Media Producer to develop content.
- Writes publicity text—including press releases, announcement cards, and listings—and manages the distribution or submission of final materials.
- Oversees all press previews and participates in opening receptions.
- Assists Museum Shop staff in the management of visual assets and text featured in Museum Shop platform.
- Acts as media liaison, and FWM’s direct media spokesperson, in emergency situations.
  - Responds accordingly to requests for public information regarding emergencies or crisis.
- Archives and reports on all marketing and public relations initiatives to the Executive Director, Director of Development, and staff.
- Works with Director of Development and FWM staff currently posting social media content to conceptualize content and timeline for upcoming posts
- Manages Dropbox/FWM image files
- Oversees digital monitor updates using BrightSign (training and assistance available if the platform is unfamiliar)
- Participates in standing meetings with consultants
- Co-monitors info@fwm and communications@fwm email accounts
- Attends and assists at FWM special events, programs, and meetings.
- Performs other related duties as assigned by Supervisor or Executive Director.

## **Qualifications**

- A Bachelor's Degree is required. A Master’s Degree or additional professional certification in a related field is preferred.
- 5 years of demonstrated experience in marketing.
- Strong grasp of new and emerging digital technologies a must.
- Proven track record in media relations and social media.
- Experience with Constant Contact, ticket management software, html basic, podcasting, and digital distribution.
- Remains calm under pressure.
- Creative problem-solver and resourceful.
- Excellent oral and written communication skills.
- Strong organizational skills with an attention to detail; capable of multi-tasking and meeting tight deadlines.
- Ability to manage multiple projects effectively.

- Diligent and persistent in follow-up and completion of multiple projects by monitoring each participating department and staff, including contractors and external stakeholders.
- Self-motivated, flexible, and dedicated.
- Ability to work independently and collaboratively.
- Knowledge of Microsoft Office is a must.
- Adobe Creative Suite (Photoshop and InDesign required, Illustrator helpful).
- Strong design-sense is a plus.
- Experience in, and/or willingness to learn, public relations, is a plus
- Background in contemporary art, either through education or work experience, is a plus.

**To perform this job successfully, an individual must be able to perform each essential job duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential job functions.**

### **Physical Demands and Work Environment**

- Continually required to stand
- Frequently required to walk
- Continually required to sit
- Continually required to utilize hand and finger dexterity
- Frequently required to climb, balance, bend, stoop, kneel or crawl
- Continually required to talk or hear
- Continually utilize visual acuity to operate equipment, read technical information, and/or use a keyboard
- Frequently required to lift/push/carry items less up to 50 pounds
- Occasionally exposed to wet and/or humid conditions (non-weather)
- Occasionally work near moving mechanical parts
- Occasionally work in high, precarious places
- Occasionally work around fumes, airborne particles, or toxic chemicals
- Occasionally exposed to outside weather conditions

### **To Apply**

Interested candidates should send a cover letter that outlines your key competencies, approach to marketing and building brand awareness; a resume focusing on communications and public relations work; previous examples of press releases, marketing collateral, web design, and/or social media campaigns; and contact information for 3 references, to hiring manager Lily Williams, Director of Development, at [hr@fabricworkshopandmuseum.org](mailto:hr@fabricworkshopandmuseum.org). Kindly include "Application: Senior Communications Manager" in the subject line of your email. Ideally, the candidate would begin in early January 2022.

After applications are reviewed, selected applicants will be contacted for interviews. If you need assistance, contact Jessi Melcer, Human Resources Manager, at 215-561-8888 x234 or [hr@fabricworkshopandmuseum.org](mailto:hr@fabricworkshopandmuseum.org).

**FWM's Commitment**

The Fabric Workshop and Museum is an Equal Opportunity Employer (EOE). All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status. FWM's culture embraces diversity within the workplace, and outside, and welcomes all candidates to apply, without fear of discrimination.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire. Offers of employment are contingent upon the return of a satisfactory background check.