



Communications Manager Job Description

Position: Communications Manager

Status: Part-time contract; estimated average of 30 hours per month

Reports To: President of the MER Board of Directors

Compensation: \$20/hour

Location: Remote (Must be eligible to work in the United States)

Application Due: Sunday, September 15, 2024

Preferred Start Date: October 15, 2024

Summary

The Museum Education Roundtable (MER) seeks a part time contract Communications Manager (CM) to manage strategic development and oversight of all communications and marketing activities for the MER and its primary output: the Journal of Museum Education (JME). The CM is responsible for MER's digital communications strategies including social media, marketing including advertising, public relations, and audience development efforts. The role reports to the President of the MER Board of Directors, and is a highly collaborative position that liaises with other board members, the JME's publisher (Taylor & Francis) and paid contractors (including the JME Co-Editors and the Operations Manager position). The CM attends monthly virtual Communications Team meetings, quarterly virtual board meetings, and an annual retreat (virtual or in-person), reporting on web analytics, and supporting other MER projects. This position plays an essential role in promoting the organization and its publication, meeting the needs of MER members, supporting and advancing MER's equity and inclusion work, and, in doing so, furthering scholarship in the field of museum education.

Required Responsibilities

- Communications strategy and content development:
 - Develop and implement communications and marketing plans to build awareness of and attract audiences (in particular members, readers, and visitors) to MER and the JME;
 - Create and/or gather content, both written and visual, for MER's online platforms:
 - Oversee MER's communication channels including website (and associated blog), social media accounts, and e-newsletter,

- Write copy for the newsletter and social media and sources images and/or creates graphic design for social media, web pages, and newsletter, (typically 1-3 newsletters a month)
 - Coordinate with Communications Team members on blog posts, overseeing a smooth process and calendar of posting,
 - Oversee MER website, which uses WordPress, including publishing blog posts. Work with the board to develop content and keep site updated and engaging,
 - Prepare and distribute monthly e-newsletter;
 - Manage MER's annual advertising budget and coordinate placements of ads;
- Journal support: Liaise with Co-Editors and publisher Taylor & Francis to:
 - Ensure there is cover art for each issue (the CM is invited to create cover artworks for the JME, either by creating graphic design work or supporting the Co-Editors in image selection from a third party)
 - Provide updated mailing lists of members to Taylor & Francis for each issue
 - Send an active complimentary membership and copy of the journal for guest editors and authors
 - Publish a blog highlighting a free article each issue (1 issue a quarter), and other communications-related support as needed (typically post 1-3 blogs a quarter);
- Member support:
 - Respond to issues regarding member access to the journal, and any other related issues as appropriate.
 - Liaise with MER Operations Manager on engaging member recruitment strategies as well as analysis and integration MER's CRM system (Wild Apricot)
 - Communicate regularly with MER members and MER Board regarding membership, providing clear, inclusive, and welcoming messaging. The CM is the focal point to respond to issues regarding member access to the journal, and any other related issues as appropriate;
- Attend regular virtual meetings including:
 - Monthly Communications Team meetings, which are co-chaired by two members of the board and review topics such as blog posts, JME content, recruitment needs, etc.
 - Twice monthly meeting with Board President
 - Quarterly full Board meetings
 - Quarterly JME Content meetings
 - Annual board retreat, virtual or in-person. MER will make every effort to provide for the travel costs for the Communications Manager to attend the retreat in person. If it is not possible, the Communications Manager will attend virtually;
- Reporting: prepare membership report and present at quarterly full board meetings over Zoom, and prepare membership report and present at annual board retreat
- Respond to email queries from board members, MER members, Co-Editors, Taylor & Francis, and other inquiries in a timely manner.

Review Criteria

We are looking for candidates who possess many of the following qualities:

- Demonstrated knowledge and experience developing and executing communications and marketing strategies including targeted content, membership communications, and marketing campaigns
- Enthusiast for museum education scholarship and practices. Experience working in museum education is not required.
- Strong organizational skills to track own tasks and to support the Communications Team.
- Strong communication skills, both written and verbal, in both internal and external communications.
- Detail oriented and organized with administrative tasks, including responding to emails, managing both an individual and social media schedule, maintaining calendars, conducting research, and writing internal and external facing communications
- Growth mindset around technology and ability to problem solve issues with our digital systems.
- Prior experience with our digital systems is preferred, including:
 - Website: WordPress
 - Social media: Twitter (X), Facebook, Instagram, LinkedIn
 - CRM: Wild Apricot
 - Shared storage and administration: Google Drive & Workspace
- Ability to work independently and collaboratively with colleagues while managing multiple projects.
- Strong interpersonal skills that support collaborative work and community-building primarily through virtual meetings
- Flexible schedule that is able to accommodate limited, capped hours of contract work per month
- Undergraduate degree or commensurate experience. Preference given to candidates with experience in communications, marketing, public relations, graphic design, education, museum studies, or related fields

Considered an asset

Though not required, ideal candidates will also have:

- Graphic design capabilities and be able to create cover artwork for issues of the JME;
- Marketing experience with knowledge of data analytics.
- Based in or able to easily get to the DC metro area, as this is where MER is incorporated and hosts its annual board retreat every other year. MER will cover this position's travel to the annual retreats regardless.

Compensation

This contract position is estimated to be approximately 20-30 hours a month, compensated at \$20/hour and does not include benefits. You have the flexibility to choose your own hours though most meetings take place between 11am-6pm EST, Monday to Friday. You will be required to submit an invoice for your time at the end of each month for payment. At this time, this position is limited to a contract position with no plans to grow to a full-time position with

benefits in the near future.

To apply

Please submit your CV/resume and provide responses through this [application form](#).

Please direct questions to president@museumedu.org. As we are a volunteer-led organization, responses may take 2-3 business days.

Applications are due by 11:59 pm ET on September 15, 2024

Interviews will most likely take place the weeks of September 24 and October 1.

About the Museum Education Roundtable

Formed in 1969, the Museum Education Roundtable (MER) fosters professionalism among museum educators by encouraging leadership, scholarship and research in museum-based learning through the publication of the *Journal of Museum Education* (JME). The JME is the only American journal that is devoted to the theory and practice of museum education. In partnership with Taylor & Francis Publishing, MER publishes the *Journal of Museum Education* (JME), the premier publication devoted to the theory and practice of museum education. Written by museum and education professionals, JME articles explore innovations in the field of museum education, teaching strategies for use in museums and other informal learning environments, visitor research, and evaluation. MER is a volunteer, non-profit organization incorporated in Washington, DC, led by a Board of Directors from around the world.

MER is committed to the core values of diversity, equity, inclusion, and accessibility. We believe that as an organization, we have a professional responsibility to address the intersecting histories of oppression and resistance that shape hierarchies of privilege and power related to race, gender identity, class, sexuality, ethnicity, religion, ability and national origin and their role in museum education. We are committed to serving as advocates for these values to the wider field and through the *Journal of Museum Education*.

MER is an equal opportunity employer and does not discriminate based on race, gender identity, age, class, sexuality, ethnicity, religion, ability or national origin. MER is committed to advancing equity and diversity in the museum education field. As such, we especially welcome applications from BIPOC (Black, Indigenous, People of Color) candidates, persons with disabilities, LGBTQ2S+ persons, and others with expertise or knowledge in productively engaging in diversity, equity, inclusion and accessibility work. MER is committed to the principles of the Americans with Disabilities Act (ADA). We strive to make our recruitment, assessment and selection processes as accessible as possible and provide accommodations as required for applicants with disabilities. If you require any accommodations at any point during the application and hiring process, please contact: president@museumedu.org.

