



JOB POSITNG

Job Title: Director of Communications

Status: Full-Time

Number of Positions: 1

Classification: Exempt

Reports to: Executive Director

Posting Deadline: March 31, 2019

Description

Plan, direct and evaluate external marketing programs, including the development of communications strategies and themes to achieve the institution's strategic objectives. Coordinates responses to the media and other publics. Provides creative direction in the design, production and distribution of promotional materials and publications. Develops marketing strategies; and participates in the identification of revenue producing opportunities. Oversees market research, advertising, and sponsorship programs.

Essential Responsibilities

- Development and implementation of marketing/communications campaigns that help to achieve company goals and build awareness
- Collaborate with different departments and colleagues to produce regular content (written stories, photos and video assets) for email, website, traditional, and social media campaigns
- Responsible for working on a wide variety of print and digital projects, promotions, partnerships and events
- Pitch stories of interest to the local media and prepare content, press releases, and media advisories; prepare and distribute media advisories and direct public relations efforts
- Coordinates and oversees the project management of a variety of print projects, including visitor guides, brochures, flyers, building signage and other collateral
- Graphic design for signage on grounds, digital screens, event posters, program guides and other promotional materials
- Develop and manage marketing campaign budgets
- Responsible for directing, storyboarding, and message development for various online and print ads, signage and marketing materials, including agency communication videos and digital media projects
- Manage and maintain external website, including enhancing navigation and search engine optimization, as well as developing, maintaining and updating content for programs and services
- Explore, recommend, use and optimize new communication methods, vehicles and technologies to engage with various audiences, particularly as part of fully-integrated demand generation campaigns
- Develop and implement targeted marketing campaigns and deliverables for the agency programs and services
- Assist with the development of strategic direction, writing and implementation of agency communications

Requested Requirements

- Bachelor's degree in communications, public relations, or marketing, or 5 years equivalent experience, preferably in the not-for-profit sector.
- Proficient use in Microsoft Office software, including Microsoft Word and Excel
- Exquisite attention to detail, and attitude of personal accountability
- Must be able to think creatively and demonstrate excellent oral and written communication skills
- Enthusiastic, confident change-agent with ability to work in a demanding and fast paced environment
- Interpersonal skills that foster teamwork with a diverse array of team members
- Must demonstrate a proficiency in public speaking and guest interaction
- Previous video and photo editing skills and experience
- Must be a self-starter and intuitive problem solver
- Possess a valid NYS driver's license, United States Passport, and maintain a clean driving record

To Apply

Interested applicants should send resume, cover letter and other relevant application materials to employment@aquariumofniagara.org. Please include "Director of Communications" in the subject line of any correspondences.

The Aquarium of Niagara is an equal opportunity employer. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, color, creed, religion, sex, age, national origin, citizenship, sexual orientation, marital status, or any other classification protected by federal, state, or local law.