

ASSOCIATE DIRECTOR, COMMUNICATIONS FOR WORLD-RENOWNED FOUNDATION AND MUSEUM

The Solomon R. Guggenheim Foundation (SRGF) is seeking an Associate Director, Communications. In collaboration with the Deputy Director and Chief of Global Communications, the position will take a lead role in the project management of a new international project with a significant focus on External Affairs communications responsibilities. The Associate Director will collaborate on the planning, development, implementation and project-manage the communications efforts globally. The Associate Director has significant responsibility for ensuring Foundation communication standards, the implementation of the project identity/branding process, and the growth of the new digital media opportunity. The Associate Director is responsible for select content for a variety of communication channels including the staff intranet, guggenheim.org, and any video channels that are appropriate to the project. This position has strategic planning responsibilities relating to social media channels, in particular the Guggenheim YouTube channel, and coordination with the digital communications team (social media, web, video production, etc) specifically related to this project. Inter- and cross-departmental collaboration, and external relationship management with vendors and contracted agencies, communications counterparts at the network museums, and corporate partners around the world is integral to the Associate Director's role.

Founded in 1937, the Solomon R. Guggenheim Foundation is dedicated to promoting the understanding and appreciation of art, architecture, and other manifestations of visual culture, primarily of the modern and contemporary periods. The Guggenheim realizes this mission through exceptional exhibitions, education programs, research initiatives, and publications. The Guggenheim strives to engage and educate an increasingly diverse international audience through its unique network of museums and partnerships. With nearly three million annual visitors worldwide, the Guggenheim and its network is one of the most visited cultural institutions in the world.

Supervisory Responsibilities:

This position will oversee the Special Project Associate, other project staff to be determined and Interns.

Key Responsibilities:

Working closely with the Deputy Director and Chief of Global Communications the primary responsibilities include:

- Conceiving and managing the communications initiative and developing strategy for the

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project as it evolves over five years to ensure global awareness of the project throughout the term of the assignment

- Relationship management with current and anticipated outside vendors and contract creative and public relations agencies, corporate partners, consultants, freelancers and network museum staff working on the Initiate, negotiate and renew vendor relationships that may arise as the project proceeds; work with Legal Dept to develop and confirm agreements
- Work collaboratively with Media Relations department on integrating project timelines into existing schedules, and coordinating with outside agencies on translations, press lists, production and distribution of media materials,
- Manage project related media requests
- Work with appropriate internal and external colleagues to develop direction for current and future online multi-channel initiatives such as YouTube, Facebook, Twitter, Flickr, Foursquare, etc.
- Work collaboratively with Marketing and the Web department on integrating the communications strategy into interactive web modules and mobile applications as appropriate to the project
- Work with the SRGF/SRGM Marketing team to supervise and schedule the implementation and growth of digital community initiatives related to the project
- Supervise, train, evaluate, and develop project management staff once the structure and roles are defined, including any interns who will be assigned to the initiative
- Writing, editing and/or supervising vendors providing the same for any written communications associated with the initiative including but not limited to marketing collateral, media, digital, advertising, website and/or staff intranet, internal publications such as the Guggenheim Guide
- Participate in internal policy and project committees associated with the project
- Supervision, monitoring and documentation of internal communications initiatives including reporting systems.
- Liaise with outside vendors on the project such as creative agencies, consultants, and freelancers as directed including special events
- Act as a liaison to education, curatorial, marketing, website, media and public relations, development and special events departments for project specific needs
- Plan, manage, and monitor the project budget and assist special project team with development of communications budgets
- Recommend and implement programs to enhance the project efficiency and productivity in terms of workflow, technology, staffing and policy decisions

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Qualifications and Requirements:

- At a minimum, a BA or BS degree; a degree in English, Communications, Marketing strongly preferred
- 8-10 years work experience in related field(s); candidates with experience in museums, art galleries, performing arts, cultural organizations, and in marketing or public relations firms are encouraged to apply
- Strong strategic communications, multi-channel and entrepreneurial management skills
- Demonstrated people, budget and project management skills with large and complex initiatives; international experience with culturally diverse communities an asset
- Excellent verbal and written communications skills
- Experience successfully managing staff and budgets required
- Significant experience with e-mail marketing and social media management (Facebook, twitter, YouTube, foursquare and Flickr) desirable.
- Ability to manage high-profile, creative, and intellectually demanding projects with concurrent deadlines
- Ability to work independently and to manage both short- and long-term projects; superb attention to detail; a “get it done” attitude is central to success in this position
- Genuine interest in and knowledge of art, architecture, and design
- Foreign language skills an asset
- Demonstrated experience working in complex environments where interaction with high profile individuals from across the globe requires excellent diplomatic skills
- Strong computer skills: Microsoft Office required. Knowledge of PC and MAC platforms, Adobe Photoshop and InDesign, database software, and HMTL preferred

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The Guggenheim offers a competitive salary and excellent medical, dental, life, disability, and retirement plan coverage. Our staff also enjoys generous vacation, sick leave and personal days, access to a variety of cultural institutions, discounts to museum stores, and a stimulating and collegial work environment.

Qualified applicants please send your resume and cover letter, including salary expectations, to employment@guggenheim.org. Indicate the job title “Associate Director, Communications” in the subject line. Only those applicants who meet our requirements for this position will be contacted.

The Solomon R. Guggenheim Foundation is an equal opportunity employer.