

How would you like to be part of a team of the most beloved children's museum in Philadelphia? Now is your chance to represent a nonprofit organization that changes a child's life as they discover the power of learning through play. Please Touch Museum a non-profit organization seeks an experienced, Director Communications who will be responsible for the planning, directing and maintaining a multi-platform communication program to advance the Museum's institutional brand within the regional market as well as the cultural sector. The Director, Communications will ensure the consistency of institutional messaging across all channels as well as establish annual plans and budgets across communication platforms. The Director will also coordinate a broad range of communications activities that advance the Museum mission, strategic plan, brand and reputation as well as support revenue generation as led by Director, Marketing. This position contributes significantly to meeting the organizational goals and objectives of the Museum and is responsible for aligning department goals and initiatives with the strategy, mission and values of the organization. This senior-level role manages the Communications Department

Other responsibilities include but limited to: elevates Museum initiatives through strategic communication programs- examples: executive positioning for the Museum President, media engagement and outreach (*local, national, industry-focused*), corporate/foundation sponsor support and development of creative social media campaigns; provides communications, creative and earned/owned media support for all museum initiatives; directs all strategic communication initiatives in support of organizational goals, specifically related to driving increased gate, revenue and Membership; develops and ensures clear communication of institutional messaging ; oversees the development and maintenance of an annual communication calendar, cultivates a strong network of positive relationships; works closely with Director, Marketing on ensuring institutional messaging across all marketing publications; oversees editorial direction and internal creative services, which encompasses design, production and distribution of social media graphics and key organizational publications, notably the Annual Report; creates annual plans and establishes budgets across communications platforms; plans, implements and monitors financial resources, revenue goals and expenses for all operational areas .

Builds and maintains senior level partnerships with regional and national organizations; serves as a spokesperson for the Museum; works closely with the President's Office to oversee the response for all crisis and issues management; and recruits trains, mentors and supervises qualified personnel.

Minimum Qualifications:

Bachelor's degree required, with an emphasis on Marketing, Communication or related disciplines. Master's degree in Communication, Business or related field preferred; a minimum of 6-8 years management experience in a communications position with progressive leadership in a large cultural or non-profit; those with communications agency experience in these or similar fields will also be considered; experienced manager who has been a member of a leadership team, demonstrating outstanding communication skills; a healthy understanding of both personal and team accountability; a commitment to mentoring and empowering staff as well as strong resource management skills; a minimum of 6-8 years of experience cultivating broadcast, print and online media, including pitching/placing stories, reporter relationship development and the review/revision of organizational materials for media/external distribution; 3 years of experience acting as the primary print/broadcast spokesperson; 3 years of experience drafting major company publications; exceptional written communication skills; proven experience in News Reporting & Speech Writing; general experience in public relations, including press pitching and writing press releases and media advisories experience in Executive positioning; comprehensive understanding and commitment to leveraging social; proven ability in Budget preparation and management. advance knowledge of popular social media platforms; MS Office experience; experience with metrics, analytics and reporting; proven project management

experience; ability to think strategically; ability to prioritize, make independent decisions and work well under deadlines; ability to work in multi-disciplinary teams; strong relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders; understanding of the museum industry, overall competition (*Children's museums nationwide and other regional children's attractions*) and the Philadelphia region; demonstrated success in leadership roles developing communication strategies, including brand building research planning and development, promotion programs and public and media relations and digital communications.

To be honest; PTM is not for everyone. If you dislike a fun educational environment and a collaborative workforce, then PTM is probably not for you. If you do like an excellent time off package and competitive salary, please apply. To apply for this opportunity, please email your cover letter, accomplishments and resume to: employment@pleasetouchmuseum.org. or mail to Human Resources, Please Touch Museum, 4231 Avenue of the Republic, Philadelphia, PA 19131; fax to: (215)-581-3182; Email: Office phone: 215-581-3189 EOE