



Communications Manager

Reports to: Director of Communications

FLSA Status: Exempt

Salary: \$43,000

The Delaware Museum of Nature and Science completed an exciting metamorphosis in 2022, with a new name, transformed exhibits, and a service-centric culture towards our guests and team members. Bring your brain and creativity to join our team and help inspire people of all ages to a lifetime of exploration and discovery.

Summary:

- Under the supervision of the Director of Communications, the Communications Manager assists with the development and implementation of the strategic marketing and communications plan as aligned with the museum's mission and vision.

Essential Functions:

- Uphold the highest quality of guest experience through equitable, respectful interactions that meet the unique needs of each guest and team member.
- Be conversant in the museum's mission, exhibits, programs, and the guest experience service philosophy and practices to enhance the guest experience.
- With the Director of Communications, ensure a cohesive communication strategy that resonates with the museum's strategic vision and mission and aligns with brand guidelines.
- Assist the Director of Communications in developing and monitoring the marketing and communications budget.
- Generate content for multiple communication channels (website, social media, digital signage, print, newsletters, etc.) encompassing museum events, programs, exhibits, development and scientific activities.
- Cultivate and maintain relationships with media outlets, journalists and influencers. Coordinate interviews, media outreach, and coverage.
- Collaborate with other museum divisions to meet varied communication and marketing needs, ensuring accuracy and timeliness.
- Coordinate the museum's online presence, focusing on timely and accurate visitor information.
- Cultivate and expand the museum's online community and email databases.
- Monitor and engage with online reviews.
- Prepare reports on communications and marketing initiatives.
- Coordinate with the graphic designer on the development and production of printed materials including brochures, rack cards, advertising, visitor maps, etc.
- Establish networking relationships with peer communicators and maintain awareness of related news and events
- Keep up-to-date on evolving marketing and communication trends and tools, adapting strategies to align with industry developments.

Minimum Qualifications:

- B.A. or B.S. in Marketing, Communications, or related field

- 3-5 years of experience, ideally in a museum or nonprofit setting
- Knowledge of media channels (print, television, radio, digital) and influencer landscape.
- Proficiency in writing, editing, layout, and diverse media formats.
- Strong grasp of social and digital media strategies, including analytics and measurement.
- Visual literacy, including basic photography and videography skills.
- Experience in website management; familiarity with Adobe Creative Suite, Canva, and Constant Contact is preferred.
- Outstanding verbal and written communication skills suitable for professional and general audiences.

Schedule:

- This is a full-time position defined by DelMNS as 37.5 work hours per week, exclusive of a 30-minute unpaid lunch period. The schedule is determined by the workload and varies to accommodate daytime, evening, and weekend special events, programs, and projects.

Benefits

- Health coverage with 95% of the employee base plan covered by the museum available after first 30 days
- Dental and vision coverage available after first 30 days
- Life/ADD, short-term disability, and long-term disability insurance covered 100% by the museum
- 401(k) after 1 year of service
- Fetch Pet Insurance employee discount for the life of the policy
- Professional development opportunities
- Ample paid time off to use after first 30 days

Qualified applicants are invited to email a cover letter and their resume to Erika Barber, Human Resources Manager, at ebarber@delmns.org or apply online at delmns.org/work-here.

Delaware Museum of Nature and Science is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other protected class. If you require assistance or an accommodation in the application process, please contact the Human Resources department.