

390th Memorial Museum Foundation

Position Title: Director of Communications & Membership

Reports To: Executive Director

Museum Background:

The 390th Memorial Museum is in Tucson, Arizona, and is located on the grounds of the Pima Air & Space Museum. Veterans of the U.S. Army Air Forces founded the museum in honor and for the remembrance of those who served in the 390th Bombardment Group, a unit of American flyers and ground personnel who served during World War II and played a major role in the defeat of Nazi Germany.

The museum has first-class exhibits, an impressive historic collections and archives, and a fully restored B-17 aircraft on indoor display. Over 170,000 people visit the 390th Museum every year. Please see www.390th.org to learn more about the museum and experience our virtual programs. Our workplace is collegial, respectful, collaborative, and supportive. Our team—Board, docents, and staff—is strongly dedicated to our mission and vision. There is great opportunity for self-initiated, creative work in this position.

Position Overview:

We seek an individual to collaborate with our Executive Director, volunteers, Board, and staff to elevate the public profile of the museum both locally and nationally. The museum tells the story of the 390th Bombardment Group; our Director of Communications will help us tell the story of the museum. The Director of Communications is integral to the museum's brand development and driving stakeholder engagement.

The energetic, organized Director of Communications will lead several important museum initiatives. This position oversees the quarterly publication of the *Square J Bulletin*, our newsletter for friends and members, oversees the staff that maintains our active social media channels, updates our website, and helps to plan special public and membership events.

With the upcoming release on Apple+ TV of the Steven Spielberg and Tom Hanks miniseries production based on Ronald Miller's book *Masters of the Air*, there will be many opportunities to plan creative public events.

The Director of Communications also leads the effort to increase the number of members through an integrated approach that uses communications to attract and interest prospective members in the museum's mission and activities, and then provides mechanisms for enrollment and renewal.

Core Responsibilities

- Energetically communicate the story of the museum and its important work using a broad variety of tools and methods.
- Lead the completion of the Museum's new website which awaiting public launch.
- Maintain state-of-the-art web presence utilizing the museum's new website.
- Partner with the Director of Collections, Archives, and Exhibits and the Executive Director to develop a continually changing array of museum signage and banners that support the museum's communication goals.
- Create and distribute press releases.
- Send periodic email updates to members, donors, and other museum stakeholders.
- Design flyers, postcards, rack cards, fact sheets, membership materials, and other advertising and marketing materials.
- Lead the use social media outlets to reach out to 390th Friends and Family, generating increased interest in preserving the legacy of the 390th Bomb Group. Supervise docents or staff assisting with historical social media posts.
- As the editor of the quarterly *Square J Bulletin*, plan and coordinate its design, printing, and mailing with 390th staff, volunteers, and outside contributors.
- Operate the museum's membership program assuring that applications are quickly acknowledged, that communications with members are rapid and responsive, and that members are provided compelling reasons to financially support the museum.
- Use a variety of virtual and on-site mechanisms to highlight the membership program to visitors and encourage enrollments.
- Remain aware of best practices and current technology trends to keep our communications strategy effective.
- Other duties as assigned.

Required Qualifications:

This is a full time, exempt, salaried position. The ideal candidate will exhibit creativity, analytical skills, charisma, excellent interpersonal skills, and a strong teamwork ethic. The successful candidate understands the positive impacts of well crafted, powerful communications in the support and growth of a museum. Additional requirements include:

- A bachelor's degree in communications, English, advertising, writing, or related discipline.
- A minimum of four years' experience in a communications and development position, preferably in a not-for-profit environment.
- Experience planning and hosting a variety of successful special events in a museum or similar setting.
- Experience using websites and social media to implement communications and marketing plans
- Ability to present information concisely and effectively, both verbally and in writing. Ability to organize and prioritize work with excellent attention to detail.
- Ability to work independently with little supervision as well as collaboratively in a small teamwork environment.
- Strong organizational, communication, verbal, and written skills with the ability to work in a demanding self-directed work schedule.
- Willingness and ability to learn historical subject matter relevant to the museum's mission is necessary to serve as a highly effective Communications Director.
- Experience working with nonprofit outreach programs and volunteer staffs.
- Proficiency in Microsoft Office, Microsoft Word, Excel, PowerPoint, and appropriate web development packages.

Preferred Qualifications:

- Experience working or volunteering in an aviation or history focused museum.
- Prior involvement in planning fund raising gala events.
- Experience in developing branded merchandise for a museum gift shop

Physical Requirements

Some travel required. Most work occurs in an office setting and within the Museum's offices and galleries.

- Ability to use common office and communications equipment.
- Ability to speak clearly and audibly.
- Ability to assist in the setup for media and public events, such as moving chairs and tables.

The museum is a non-smoking, drug-free environment.

Equal Opportunity Employer

Application Instructions

Provide a persuasive cover letter that describes your experience and interest in this position, and clearly demonstrates your skills as a consummate communications professional. Include a resume that illustrates your relevant experience to the core requirements and required qualifications of the position. Provide at least three professional references along with telephone numbers and email addresses. Samples of communications and marketing materials you previously developed may also be submitted. Applications missing these required components will not be considered. Review of applications will continue until the position is filled. Send letter, resume, and references to William Buckingham, Executive Director, at wbuckingham@390th.org.

Revised: February 1, 2023