

Job Description: PR/Marketing Manager

Objective:

1. To cultivate and maintain relationships with media, both traditional and electronic, to increase awareness of the Buffalo Bill Center of the West.
2. To create timely, accurate, and noteworthy content about Center staff, projects, programs, activities, and other information, and to disseminate it to appropriate media sources, traditional and electronic.
3. To ensure the highest level of style, grammar, syntax, format, and creativity in all materials, and to adhere to the overall mission and brand of the Buffalo Bill Center of the West.

Level of Responsibility:

- Reports to: Director of Revenue
- Supervisory duties: Supervises volunteers, interns, or temporary staff who may be from time to time assigned to this department.

Job Duties:

-Skill set:

- Demonstrates impeccable writing skills, using creative approaches to story-telling.
- Demonstrates excellent organizational skills, including attention to detail.
- Demonstrates command of current computer technology and software, especially Microsoft Office, and the Internet.
- Exhibits excellent interpersonal skills including the ability to communicate effectively, verbally and in writing.
- Is able to manage several tasks/projects at the same time.

-Responsibilities:

- Serve as the liaison to Center's designated marketing firm as well as other partners such as Wyoming Tourism, Park County Travel Council, Cody Enterprise, and the Center's various other marketing vendors.
- Develop ad content and creative ideas in collaboration with the Center's Graphics Department.
- Produce and distribute engaging and creative content (i.e. news releases) in a timely manner using the Cision web platform and other avenues in collaboration with curatorial and education staff; follow up as needed to enhance media relations.
- Evaluate marketing opportunities and solicitations.
- Oversee social media content by creating posts and responding to questions and comments, and work with other staffers to ensure adherence to brand and best practices throughout social media platforms.
- Create reports about media coverage using Google Analytics and other measurements.
- Manage department budget.
- Work with media as needed for images, film, information, etc.
- Develop comprehensive internship processes and activities when Public Relations has intern employees.

- Seek out new electronic recipients of the Center news releases and other information.
- Contribute regularly to a blog post on the Center's website.
- Work collaboratively with *Electronic Communications Manager* to ensure consistent messaging between traditional and electronic media.
- Edit and/or help coordinate printed materials produced for public distribution on behalf of the Center such as membership materials, donor solicitation materials, promotional brochures, flyers, etc.
- Attend staff meetings and departmental meetings as required.
- Perform additional duties, either incidental or implied, consistent with the employee's background or training or which may be reasonably delegated as being in the best interest of the Center.

Standards of Performance:

- Media sources are routinely kept abreast of Center activities.
- Production schedules are maintained and deadlines consistently met.
- Institution teamwork is maintained as departments throughout the Center contribute content for news releases, social media, and website purposes.
- Successfully carries out the functions outlined above in a professional, efficient, and timely fashion, and sets an appropriate examples for other office staff to follow.

Qualifications:

A bachelor of science or bachelor of arts degree in a related field (journalism, English, communications, public relations, etc.) or at least five years' experience is required. Previous non-profit organization experience preferred. Must possess an excellent, documented command of computer technology and submit writing examples with application. Must be articulate and have strong spelling and grammar skills. Must be well-mannered and exhibit exemplary interpersonal skills, diplomacy, loyalty, and mature judgment.

Limits of Authority:

Limits of authority are contained in *Staff Handbook and Collections Policies*. In addition, without prior approval of the Executive Director or the Chief Operating Officer in writing, the Media Coordinator cannot:

- authorize disposition of capital equipment
- open or close institutional financial accounts
- approve travel
- create or delete additional jobs or positions
- terminate employment

Note: *Unless specifically approved by the Executive Director or the Chief Operating Officer in writing, no employees of the Buffalo Bill Center of the West may retain any Center funds, regardless of amounts, at their desks, in their workspaces, or in their offices. All monies must be presented to the accounting department within the day of receipt.*

Classification: The position of Media Coordinator is an exempt classification and is not eligible for overtime or compensatory time in those instances when the normal work schedule requires that the prevailing forty-hour work week be adjusted to ensure that necessary services are provided.