

**Briscoe Western Art Museum  
San Antonio, Texas**

**Position Description**

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**Marketing and Communications Manager**

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**Department:** Marketing

**Reports To:** Vice President

**Fair Labor Standard Act Status:** Full-time, Exempt position

**POSITION SUMMARY**

The Marketing and Communications Manager develops and implements creative strategies to advance the mission of the Briscoe Western Art Museum through public relations and marketing, to include media relations, social media, website, and advertising. As part of the museum's senior staff, this position reports to the Vice President and is an essential part of the external team, supporting the Briscoe's vision to become a leading cultural institution and tourist attraction for San Antonio, Texas, and beyond. The Marketing and Communications Manager contributions will enhance the museum's initiatives for branding, audience-building, and revenue generation. This position is responsible for all publicity, advertising, and communications for the Briscoe Western Art Museum and the Jack Guenther Pavilion and serves as the media contact for the organization.

The Briscoe Western Art Museum encompasses an approximately one and one-quarter acre campus with nearly 60,000 square-feet of building space, including the renovated historic 1930 library building and the newly constructed Jack Guenther Pavilion, along with the McNutt Sculpture Garden and premiere San Antonio River Walk frontage.

**ESSENTIAL FUNCTIONS**

- Operates as the central point of communication for the museum and must be collaborative and team oriented.
- Work closely with all departments to meet the departments' individual promotional needs and incorporate all efforts into an integrated communications plan designed to meet organizational goals.
- Develop, oversee and execute marketing and communications efforts for all museum departments and programs, including the Jack Guenther Pavilion.
- Interface with external marketing and communications agencies and contractors, negotiating contracts and managing/coordinating external support.
- Develop, oversee, and manage all advertising and promotional media buys.
- Draft press releases for all Briscoe Museum exhibitions, programs, and events. Responsible for quality editing and brand integrity of all museum communications.
- Manages the marketing and communications budget.
- Maintain familiarity with relevant publications media outlets and media contacts, and partnering organizations, and operate as central point of contact.
- Work with the museum's Digital Media Specialist to manage the museum's website and social media channels.
- Executes design, or works with contract designers and printers, to complete marketing and communications deliverables for all museum departments, programs, and the Jack Guenther Pavilion on deadline and within budget.
- Create, track, and manage communications action plans and calendars for exhibitions, programs, and events.
- Solicit and write content for the museum's newsletters and other online properties.
- Manage Briscoe Museum and Jack Guenther Pavilion photography and videography needs using both in-house resources and external photographers.

- Staff and support onsite media relations needs, representing the Museum and staffing special events.
- Provide monthly, quarterly, and annual activity reports with relevant analytics.
- Provide marketing guidance and collaborate with the museum's Head of Development, Membership Coordinator, Visitor Services, Education and Jack Guenther Pavilion Manager.
- Creates, manages, produces and inventories all museum promotional collateral and signage and assures materials are updated, current, available, and utilized as appropriate.
- Creates simple graphic design when contracted services are not necessary or cost prohibitive.
- Coordinates with Facilities and/or Protective Services staff to ensure all banners, signage, and posters are properly displayed.
- Perform other duties as assigned.

#### **QUALIFICATIONS**

- Bachelor's degree in communications, marketing, or related field required.
- Minimum of three to five years relevant professional experience.
- Knowledge of basic web CMS.
- Excellent time and project management skills.
- Ability to organize multiple tasks and responsibilities while maintaining efficiency.
- Knowledge of prominent digital media platforms and management
- Excellent oral and written communication skills, particularly in copy writing and editing.
- Strong attention to detail and accuracy.
- Ability to work well with others and maintain professional manner using tact, initiative, good judgment, and confidentiality.
- Flexible schedule because night, weekend, and holiday work may be required.
- Knowledge of Adobe Suite, Canva, or InDesign preferred.
- Spanish fluency a plus.

#### **WORKING CONDITIONS**

This position requires long periods of standing, walking, or sitting; frequent stooping and bending. Must be in good physical condition and able to lift 20 pounds and push up to 50 pounds with the assistance of a cart on a regular basis.

**Interested parties, send a cover letter, resume, and 2 to 3 writing samples to the following:**

Email

Subject: **Marketing and Communications Manager**

[info@briscoemuseum.org](mailto:info@briscoemuseum.org)