



DIRECTOR OF COMMUNICATIONS

The Witte Museum is where Nature, Science and Culture meet, through the lens of Texas Deep Time and the themes of Land, Sky and Water. The Witte is the only museum that focuses on Millions, Thousands and Hundreds of years in what we now call Texas. The Witte inspires people to shape the Future of Texas through transformative and relevant experiences in engaging exhibitions and programs. Founded in 1926, the Witte is located along the San Antonio River and has recently renovated and expanded the entire museum campus.

POSITION SUMMARY

The Director of Communications leads the Witte Museum's marketing and communications efforts, optimizing public relations, advertising, and digital media strategies. This role requires a collaborative and creative leader experienced in growing audience engagement and strengthening the museum's impact. This position is a member of the Senior Management Team, reports to the Chief Creative Officer (CCO), and works closely with the Chief Executive Officer (CEO), Art Director and Senior Team to develop long- and short-term strategies that elevate the museum's presence and increase engagement. The Director of Communications crafts and implements marketing plans and is responsible for tracking and analyzing engagement and attendance trends. The position is accountable for increasing visitor attendance and conversion metrics as outlined in communications and strategic plans.

RESPONSIBILITIES

Strategic Leadership

- Lead the creation and implementation of strategies that increase audience engagement and attendance
- Develop and implement ongoing audience research protocols to inform strategies
- Work with the CEO and Witte team to enhance the museum's messaging and mission awareness

Public Relations and Media

- Lead impactful PR campaigns, including key media announcements and event strategies
- Foster and maintain positive strategic relationships with community partners, media outlets and influencers
- Facilitate and conduct tours of the museum for media partners
- In collaboration with the CEO and CCO, direct the Witte's crisis communications and provide institutional messaging for applicable situations

Marketing and Content Creation

- Craft and execute integrated marketing plans, across print, digital, email and social media platforms to expand public outreach, develop new audiences and multiply messaging opportunities
- Develop strategic marketing and social media plans for special exhibitions, programs, and events
- Ensure consistent brand voice and editorial standards across all communications and externally facing materials
- Supervise the Digital Marketing Associate

Data and Performance Analysis

- Utilize data analytics and market research to support informed decision-making and optimize marketing performance
- Monitor key performance indicators (KPIs) to assess campaign effectiveness and advance continuous improvement

Operational Management

- Oversee annual marketing objectives, timelines, and budgets, managing all related purchase orders and work orders
- Collaborate with internal teams and external agencies to identify and create inspiring and engaging campaigns
- Perform additional responsibilities as assigned to advance the museum's strategic plan

EDUCATION

- Bachelor's degree in marketing, public relations, communications, journalism, or a related field required

QUALIFICATIONS

- Minimum five years of direct experience in marketing or public relations, ideally within a cultural organization
- Proven ability to create and monitor communications and marketing plans using analytical tools and reports
- Understanding of effective marketing communication principles and the current media landscape
- Exceptional verbal and written communications skills, with a talent for crafting compelling narratives
- Strong organizational skills and the ability to manage multiple deadlines simultaneously
- Enthusiastic, detail-oriented and focused on visitor experience
- Demonstrated ability to articulate complex information to diverse audiences
- Proficiency in website development, Microsoft Office, and social media platform analytics

**REQUIREMENTS**

- Constantly operates a computer and other office productivity machinery such as phones, copiers, scanners, etc.
- Ability to bend, walk, climb stairs, stand, and sit for extended periods
- Flexibility to work some evenings, weekends, and holidays as required

The Witte Museum is an equal opportunity employer.

Closing date: open until filled

Qualified candidates should submit a résumé and cover letter to humanresources@wittemuseum.org