
Title of Position *	Communications Specialist
Institution *	Texas A&M University Art Galleries
Position Location: City & State *	College Station, TX
Position Closing Date	

About the Institution

The Texas A&M University Art Galleries Department includes two art museums--the J. Wayne Stark Galleries and the Forsyth Galleries. Both are located in the Memorial Student Center on the main campus of TAMU in College Station. The Stark Galleries focuses on American paintings, prints, drawings and photographs of the 19th and 20th centuries with an emphasis on Texas art. The Forsyth Galleries focuses on late 19th- and early 20th-century glass and American paintings.

Institution Website Address

<http://uart.tamu.edu>

Summary of Responsibilities

The Communications Specialist provides direct assistance to the Forsyth and Stark Galleries in areas of public relations and public communications. Designs, edits and assists in the production of informational and promotional materials, presentations and special events. Writes, edits, and manages web content and social media. Serves as communications specialist for the Forsyth and Stark Galleries. Including, but not limited to: Develops and implements overall communications/marketing plan for the Forsyth and Stark Galleries. Maintains and produces artwork for digital signs using PowerPoint, Vitalcast or FourWinds software. Designs and maintains email blast programs such as Vertical Response. Understands how to prepare artwork for high-resolution printing as well as low resolution graphics for internet and electronic media. Able to spec artwork, get pricing estimates and communicate effectively with printer to develop print jobs. Provides photography and videography as needed, including editing for a variety of purposes, while maintaining organizational files. Must close-caption all videos. Must comply with branding guidelines provided by the University, including getting approval for using any trademarked or licensed brand and getting approval for all scripts. Write, edits, designs and produces articles for publication (print and web) including press releases, brochures, invitations, advertisements, flyers, and newsletters to promote Forsyth and Stark Galleries and assists as needed in exhibition catalogues and other publications. Disseminates press releases, public service announcements, digital advertisements, to print, television, radio and other electronic-based media. Arranges media appearances for departmental staff. Maintains, proofs, edits, develops and updates Forsyth and Stark Galleries' websites in pursuit of quality comparable to websites of top-tiered art museums and galleries. Investigates and recommends use of new/emerging technologies to reach local, national and international audiences; Makes or oversees production of promotional posters, signage and other media for exhibitions, special events, and other activities. In conjunction with curatorial staff, coordinates appearance of signage, posters and other promotional materials to complement didactic texts and exhibition labels. Manages all departmental social media and is responsible for overseeing student workers and interns participation in social media. Assists in grant writing for marketing support. Responsible for developing and monitoring marketing budget for both the Stark and Forsyth Galleries. Plans, implements and promotes special events in coordination with senior administrators, including exhibition openings. Assists in donor and supporter cultivation and recognition events. In coordination with educational staff, assists in promotion and implementation of educational tours, programs, workshops, other educational events. Other duties as assigned, may include supervision of student marketing assistants or student interns. Represents the department at the Division Marketing Committee meetings.

Required Qualifications

Bachelor's degree or equivalent combination of education and experience. Two years of communications and/or marketing experience. Required KSAs: Familiarity with basic graphic design software, such as

software in Creative Suite, and web management software such as DreamWeaver and Drupal. Working knowledge of spreadsheet, presentation and word processing software programs. Interpersonal and communication skills and ability to plan and organize effectively. Ability to multi-task and work cooperatively with others.

Compensation

\$3,042.67 to 3,209.39 per month.

Apply at this Website:

<https://jobs.tamu.edu>

Apply with this email:

adyer@uart.tamu.edu

Special Instructions to Apply:

For a full position description, please go to <https://jobs.tamu.edu>, click on "College Station" and search for posting number R-001145. Only resumes/applications submitted through the TAMU Jobs website will be accepted.
