

POSITION PROFILE



Senior Communications Associate

The American LGBTQ+ Museum

New York, NY



Museum Overview

The American LGBTQ+ Museum (ALM) preserves, investigates, and celebrates the dynamic histories and cultures of lesbian, gay, bisexual, transgender, and queer people, as well as those of the emergent and adjacent identities among our communities. Using exhibitions and programs, we seek to advance LGBTQ+ equality through the lens of social justice movements, including, but not limited to, race, gender, class, immigration, and disability.

In 2017, the Museum was founded by a group of activists and advocates for LGBTQ+ rights. The [board and staff](#) work to center racial, gender, and disability justice in all aspects of the organization. In 2021, a partnership was established with The New York Historical to house the Museum in a new wing currently under construction. In 2022-23 monthly public programs were launched, Ralph Applebaum & Associates was selected to lead the creation of the first tranche of exhibitions and digital experiences, and a \$30-million comprehensive fundraising campaign was launched.

The Museum is building its home in New York City because of its cultural context, its historic significance in the LGBTQ+ rights movement, and its popularity as a tourist destination. However, its national scope for exhibitions and educational products will be reflected in a series of traveling exhibitions created with partners across the country, and a digital museum with born-digital and gamified experiences. We are planning an October 2027 opening for the Museum's galleries in New York.

The Museum aims to:

- Educate our communities on the evolving and complex narratives of LGBTQ+ history
- Provide a physical space for LGBTQ+ people that fosters individual dignity and unifies across generations and differences
- Support and inspire a new generation of activists to advance social justice

For more information about The American LGBTQ+ Museum, please visit the [website](#).

Position Summary

The Senior Communications Associate, will develop and implement the museum's overall marketing and communications strategy. This role will oversee the development of content across multiple platforms, marketing for public programs and projects, public relations efforts, development and fundraising collateral, and will engage with stakeholders to tell the museum's story in meaningful and creative ways. The position reports to the Chief of Programs and works closely with the Director of Public Programs and Partnerships. Enlisting the input and involvement of colleagues, board members, committee volunteers, and community leaders, the Senior Communications Associate identifies and implements opportunities to raise awareness of the Museum among local, national, and global audiences, communities, and other key stakeholders. The role is both strategic and tactical.

The hybrid position is based in New York City and will involve some evening and weekend work and travel.

Job Functions

- Collaborate with the Chief of Programs and the Director of Public Programs and Partnerships to develop and refine the Museum's overall communication strategy, ensuring alignment with the Museum's mission, vision, and goals.
- Video production and editing for public programs and museum events.
- Produce visually compelling content, including flyers, social media graphics, event posters, fundraising collateral, and digital advertisements.
- Write and edit press releases, the museum's monthly newsletter, social media content, and some promotional materials. Ensure content aligns with the Museum's brand and engages audiences effectively.
- Oversee and manage the museum website, ensuring it meets or exceeds industry accessibility standards; Drive site traffic through SEO campaigns and targeted content partnerships.
- Regularly evaluate and report on:
 - growth/changes across all communications channels
 - web traffic and social media engagement
 - communication strategies, initiatives, and media coverage
 - press inquiries
- Community outreach; Cultivating and maintaining relationships with key stakeholders including peer museum colleagues, academic institutions, media outlets, donors, and other cultural organizations to enhance the Museum's visibility and impact.
- Create and execute upon a communications calendar, including all digital/social/offline efforts
- Implement program evaluation to ascertain impact in line with goals.
- Other duties as assigned by the Executive Director, CoP, and the Director of Public Programs.

Qualifications

Experience

This position requires five or more years in communications, public relations, or a related field, with at least two years in a leadership or strategic role.

Competencies

General:

- Commitment to the vision and mission of the American LGBTQ+ Museum
- Cultural competency and alignment with our values; commitment to equity and inclusion
- Ability to craft compelling narratives and deliver clear messages to diverse audiences
- Working style that equally embraces collaborative and independent work while multitasking in an environment with shifting priorities
- Knowledge, experience, and interest in LGBTQ+ history is a plus

Position Specific:

- Advanced proficiency in video creation, editing, and distribution. Familiarity with video editing software to create engaging promotional and educational videos.
- Advanced graphic design skills using Adobe Creative Suite or similar tools to produce visually compelling content, including flyers, social media graphics, event posters, and digital advertisements. Experience with analytics tools is a plus.
- Experience developing stories around monthly observances and working with social media management tools, such as Sprout, Hootsuite, Later and others.
- Experience in creating and implementing successful promotional strategies for events, exhibitions, and other public-facing programs.
- Demonstrated ability to gather and incorporate feedback and various metrics to inform and evolve communications campaigns.
- Excellent interpersonal and presentation skills with the ability to manage sensitive and confidential situations with discretion, tact, professionalism, and diplomacy
- Project management and advanced organizational skills reflecting the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail

Black, Indigenous, and People of Color (BIPOC), immigrants, women, Latine, and LGBTQ+ candidates are strongly encouraged to apply. **We recognize that it is highly unlikely that an applicant meets 100% of the qualifications for the given role. Therefore, if much of this job description describes you, then you are highly encouraged to apply for this role.**

ADA Notations

- Regular sitting, standing, walking, climbing stairs, balancing, crouching, stooping, and communication (talking/hearing).
- Occasional lifting/moving up to 30 lbs.
- Vision requirements include close vision and ability to adjust focus.
- Noise conditions range from quiet to moderate noise.

Reporting Relationship

This position reports to the Chief Programs Officer and has no direct reports.

Compensation + Benefits

This is a full-time, salaried position at \$106,000 annually and comes with a generous benefits package. We do not negotiate salary as all our positions are compensated based on equitable practices. Please do not apply if this compensation will not meet your requirements.

Location + Travel

The American LGBTQ+ Museum's offices are currently located at 45 W 36th Street, New York, NY 10018.

This position is eligible for a hybrid work schedule with one to three days in the office. Attendance at all in-person programs and events is required.

Some travel is expected, including in-person board meetings, some partnership meetings, and museum events.

Workdays are generally Mon-Fri with some evening and weekend hours expected.

Diversity, Equity, and Inclusion

Equal employment opportunity and having a diverse staff are fundamental principles at the American LGBTQ+ Museum, where employment and promotional opportunities are based upon individual capabilities and qualifications with regard to race, color, religion, gender, pregnancy, sexual orientation/affectional preference, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established under law.

Submission Instructions

To apply, please email the American LGBTQ+ Museum team at hr@americanlgbtqmuseum.org. Inquiries and nominations of qualified candidates may also be sent to this address.

Kindly use the position title as the subject line of your email. All inquiries will be held in confidence.

A cover letter is not required with your initial application but is welcomed to help us understand your fitness for this role during our initial evaluation. Candidates invited for interviews with the American LGBTQ+ Museum team will be asked to provide a thoughtful letter of interest indicating their specific qualifications for the opportunity, desire to join the American LGBTQ+ Museum, and connection to its mission.

Review of applications will begin immediately and continue until the successful candidate has been selected.