Georgia O’Keeffe Museum

**Position Title:** Public Relations Manager  
**Department:** Advancement and Communications  
**Location:** Santa Fe, NM  
**Pay Range:** $60,000 – 62,000  
**Hours:** Full-Time, Exempt

**Position Summary**

The Georgia O’Keeffe Museum in Santa Fe, NM is seeking a Public Relations Manager. The Public Relations Manager promotes the O’Keeffe’s collection, programs, activities, exhibitions, and facilities to local, national, and international media. Responsible for contributing to the organization’s communications and media strategy, building its reputation and ensuring effective media coverage.

*COVID-19 considerations:

All visitors and employees are required to wear a mask at all times and maintain social distancing of 6 feet or more. All staff complete COVID safe practices training through NM Safe Certified. Common surfaces are sanitized regularly, and cleaning measures are in place to prevent the spread of the virus. Curbside pickup is available for retail purchases. Masks and PPE are provided to all staff.

**Responsibilities include but not limited to**

**Public Relations**

- Develops and implements media and public relations strategies for the Museum
- Writes, prepares, and disseminates press releases, media kits, and other information regarding the Museum news, events, programs, retail products, and other offerings through newspapers, periodicals, television, radio and other forms of media, customizing messaging for medium and audience
- Helps maintain a favorable public image for the organization through building and maintaining positive relationships with media representatives
- Manages media inquiries for interviews, images, film, and photography requests
- Writes and edits content for Museum collateral and projects, ensuring consistent messaging and brand identity across the organization
- Works collaboratively to integrate messaging with Museum social media and digital platforms
- In conjunction with supervisor and other Museum staff, develops and implements crisis communications when needed
- Tracks, monitors and evaluates impact of advertising, public relations and story placement
Project and Department Management

- Working collaboratively, develops and manages workflows and schedules to ensure achievement of defined deliverables with Museum departments, other museums, and outside organizations
- Participate in Museum and division planning, committees, task forces and teams
- Engage in regional and national professional organizations and collaborative activities
- Provide supervision and support to the Media and Marketing Specialist

Special Projects or Additional Duties:

- Complete special projects or additional duties as assigned, and consistent with the skills, training, level of responsibility and other requirements for this position

Background and Qualifications

- A bachelor’s degree in Communications, PR, Marketing, Market Research, English, Creative Writing or relevant field required
- 5 years’ experience in Public relations or corporate communications or relevant field required

Skills and Abilities

- Ability to work creatively and collaboratively in a team-based environment
- Excellent written and oral communications, strong editing skills
- Excellent interpersonal skills and ability to relate to a variety of constituencies
- Highly organized and detail oriented
- Able to work independently and handle multiple priorities
- Strong computer proficiency with Microsoft Office and various social media platforms
- Strong awareness of various media outlets and appropriate/potential use of each
- Excellent, demonstrated written, oral, interpersonal, and communication skills (including editing ability), and the ability to work effectively with a wide range of constituencies in a diverse community.
- Experience building and executing effective communications plan
- In-depth knowledge of industry best practices

Benefits
This position is eligible for our full benefits package including medical, dental, vision, Life Insurance and Short/Long Term disability, 403b retirement plan with employer match, museum membership, retail store discount, Employee Assistance Program, PTO, Paid Holidays and much more!

To be considered, please send your resume to: Jobs@okeeffemuseum.org

The Georgia O’Keeffe Museum is an equal-opportunity employer and considers all candidates for employment based on such factors as knowledge, education, skill, experience, the ability to perform required activities and availability, and
without regard to race, religion, color, sex, sexual orientation, age, ancestry, citizenship, national origin, disability or any other legally protected status.