



Public Art Fund (PAF), New York's leading presenter of contemporary art projects in public spaces, seeks a **Communications Manager** with a specialization in visual arts public relations to join its Communications Department.

Public Art Fund has presented exhibitions by the world's most compelling and significant artists in New York City and beyond for more than 40 years. These projects set the standard for excellence in the field, giving urban space new meaning, while engaging diverse audiences and making culture accessible to all. The **Communications Manager's** primary role is to spearhead public relations for key exhibitions and oversee related marketing initiatives, including e-communications, graphic design, advertising, and signage, in cooperation with colleagues in the Communications and Curatorial departments. This position reports to the Communications Director and supervises department interns.

RESPONSIBILITIES

Public Relations

- Promote PAF, its exhibitions, programs, and leadership in a range of media outlets including (but not limited to) visual arts outlets locally, nationally, and internationally; New York City media including dailies, weeklies, broadcast, and web; as well as a range of lifestyle, travel, and other outlets
- Create and deliver press strategy for projects including exhibitions and special projects roll out, pitches, brokering of exclusives, interviews, long and short lead exhibition coverage, listings, etc. (including working with counterparts at collaborating institutions)
- Identify new opportunities to promote newsworthy stories that further the mission of the organization and position PAF as the leader in the field of public art
- Write communications materials in PAF's voice including exhibition press releases, advertisements, announcements, website copy, image captions; edit curatorial exhibition and programmatic texts for onsite signage and webpages.
- Actively cultivate new press contacts and manage relationships; research and maintain up-to-date press contacts in database
- Disseminate press releases to media
- Respond to general media and publications inquiries
- Monitor all institutional press coverage
- Oversee clippings and media reports
- Maintain all publications subscriptions and department library

Marketing

- Work with PAF's Design Director and the Communications Director to manage production, delivery, and realization of exhibition graphic identities for advertising and signage



- Develop content for all external email communications including media announcements, monthly e-newsletter, and special announcements; monitor performance of email campaigns on Mailchimp
- Coordinate installation photography for all exhibitions; ensure that photography and copyright agreements are in place for use and distribution of all images; maintain all images on internal servers
- Assist with production of catalogues and manage all image and copyright matters
- Update all online listing pages
- Manage department timelines and calendars

Public Programs & Events

- Provide assistance with coordination of virtual and in-person public programs and events
- Develop and manage public program ticketing and registration pages online
- Monitor and maintain guest lists for press events and public programs/talks
- Work with Development department to advise on and extend media invitations to various events and manage event photography
- Create media tip sheets and otherwise publicize key special events to media
- Assist with coordination of press previews and events

QUALIFICATIONS

- Minimum of five (5) years relevant professional experience in public relations at a cultural organization or PR firm
- Bachelor's degree in related area of study (e.g. fine arts, visual arts, art history, marketing, etc.), or more than five years of relevant communications experience
- An interest in and knowledge of contemporary art and the art world
- Strong media contacts and a record of securing coverage in a range of outlets
- Experience with events including press conferences
- Excellent communications skills, both written and verbal; strong writing and editing abilities, with impeccable attention to detail
- Strong organizational skills with ability to handle multiple projects and timelines simultaneously
- A motivated self-starter who collaborates well across departments internally and with constituents and vendors externally
- Competency with Microsoft Word, Excel, and PowerPoint; G-Suite; Mailchimp; Eventbrite; Adobe Acrobat Pro, and Photoshop

How to Apply:

Please email cover letter and résumé as attachments to humanresources@publicartfund.org. Indicate the job title "Comms Manager - 2022" in the subject line. No telephone calls please.



The Communications Manager is a full-time exempt position. Public Art Fund requires all staff members to be fully vaccinated with an FDA authorized and/or approved COVID-19 vaccine as a condition of employment. Requests for reasonable accommodations for medical, religious, or other reasons will be considered in accordance with applicable law.

Hours outside of the scheduled times are an occasional requirement of the position. Work is often performed in an office environment. Salary is \$59,000 - \$64,000 per year and benefits include medical, dental and vision insurance, generous paid time off, as well as other benefits.

Public Art Fund is an Equal Opportunity Employer. We believe that art has the power to spur conversation among people of different perspectives, to open hearts and minds, and to help shape the face and future of our country. A diverse workplace filled with people of different backgrounds reflects our organizational values and is vital to delivering on our mission. Join us!