

Public Relations Officer, Full-Time

Laumeier Sculpture Park is one of the oldest and largest dedicated sculpture parks in the country. From its founding in 1976, Laumeier has played a leadership role in presenting contemporary sculptural practice through exhibitions, commissions, and educational programs that engage 300,000 annual visitors. Laumeier is a public-private partnership with St. Louis County, which provides approximately 30% of the institution's annual budget. As a public park, Laumeier reaches a broader, more diverse audience than most "arts only" organizations (drawing widely from St. Louis County and City), and presents new opportunities to address the public interested in green space, sustainability, exercise and the landscape.

Celebrating its 35th anniversary year in 2011-2012, Laumeier is refreshing and renewing its commitment to engaging audiences with new artistic practices and experimentation. Laumeier is broadening its artistic vision to include music/sound, poetry, and performance—expanding the ways in which the park is used and perceived. Our Wayfinding initiative is putting new interpretive signage into the park to help visitors understand the what, why, and how of our exhibition of artwork. And, Laumeier is poised to expand its educational programs, with emphasis on addressing the needs and interests of older adults.

Laumeier has influenced the nation's proliferation of public art programs and of parks attached to museums, helping to establish that sculpture makes place. Laumeier's Public Relations Officer will advance this work by developing compelling new statements of Laumeier's local, national, and global significance.

Job Description:

The primary focus of the PR Officer is to increase institutional visibility across the regional community, and in the arts world, through inventive presentation of Laumeier's distinctive hybrid nature. This full-time position is responsible for coordinating Laumeier Sculpture Park's advertising and promotional programs, accessing press and other outlets to promote exhibitions, education, and special events. The PR Officer will: oversee and secure creative services for the museum's printed and promotional materials; oversee the expansion of the museum's new media initiatives and online presence; and coordinate development of marketing for new museum programming in every department.

The PR Officer is the primary liaison to media and other interest groups, and will seek opportunities to reach new audiences and cultivate ongoing relationships with critics and editors at local, national, and international publications. In addition, the PR Officer cultivates new relationships and partnerships with organizations and businesses, and develops strategies to increase visibility and public engagement. The PR Officer participates in regional Chambers of Commerce, coordinates efforts with the Convention and Visitors Commission, and collaborates with the Development Officer to seek sponsors and partners for events.

The PR Officer reports directly to the Development Officer, receives active direction from the Executive Director, and is responsible to all departments in addressing marketing needs.

Qualifications/experience:

- Minimum Bachelor's degree in communications/marketing
- Minimum three years' experience working in a non-profit setting, preferably an arts organization

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- Advanced knowledge of, and success in overseeing, new and traditional media communications and marketing functions including media relations, publications, websites, and advertising
- Highly-developed skills to assess the competitive environment, and act to increase marketing effectiveness
- Ability to conduct research and initiate marketing for new products/programs
- Working knowledge of website design and management, with experience in updating or overseeing updating of information online
- Highly-developed written, verbal, and interpersonal communication skills

Responsibilities:

- Serve as museum's brand supervisor, responsible for ensuring accurate and creative use of the museum's brand and graphic identity
- Serve as account supervisor for the planning and implementation of integrated marketing communications plans for all departments
- Lead strategic discussions on broad and niche marketing for programs; aggressively seek opportunities for press for new program content (in the art world, as well as architecture, design, lifestyle, green and sustainable practices)
- Represent the museum to key external constituencies and work collaboratively with other cultural and educational organizations to expand partnerships and marketing opportunities
- Research, produce, and distribute press releases
- Oversee design of print/promotional materials including monthly online *Objectivity* newsletter, annual education brochure, press kits, rack cards, letterhead and business cards, maps, postcards, exhibition publications, fundraising materials and event signage
- Oversee website, including timely updating of information on programs, collections, and events; oversee administration of shopping cart
- Oversee interface with new media, including Facebook, YouTube, Tumblr, etc. for dissemination of information about the park
- Support program and event documentation with photography; hire contract photographers as appropriate
- Work to expand visibility of facility rental availability
- Work flexibly with outside consultants, interns, and volunteers
- Organize biannual Visitor Survey, including development of questions and management of data such as car counts and demographic/attendance information

Applications due by February 7 to:

Marilu Knode, Executive Director

Laumeier Sculpture Park

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