



Job Title: NPHM Director of Communications

Position Type: Full-Time, Exempt

Reports To: Executive Director

Minimum Salary: 85K

About NPHM

The National Public Housing Museum (NPHM) is the first cultural institution in the United States dedicated to interpreting the American experience in public housing and the right of all people to a place they can call home. The Museum's mission is to preserve, promote, and propel public housing as a human right and all of our partnerships and programs are committed to amplifying the voices, experiences, and stories of public housing residents. Ultimately, we believe that storytelling can be a catalyst for innovative public policy solutions that are responsive to people's needs and lived experiences.

Position Description

The Director of Communications is responsible for developing and executing a strategic communications plan to advance and elevate museum awareness, and to drive visitation and build audiences for all of the Museum's programs. This position coordinates all marketing and publicity, serving as the main liaison with contracted public relations agents. Working with staff across the Museum's departments, this position ensures that the Museum communicates and engages meaningfully with diverse stakeholders to fulfill the museum's vision, mission, and values. This position is responsible for curating and disseminating compelling, accurate content from the Museum's programs, events, and exhibitions and is responsible for developing engaging and inclusive ways to welcome Museum visitors, as well as helping to expand the Museum's programs, events, collections and research beyond the building's walls, into virtual and place-based communities. This Director works closely with staff to produce and share content across various platforms including print, web, and social media. The Director also develops and tracks metrics consistent with NPHM's commitment to diversity and equity, inclusion and accessibility. It is an exciting time as NPHM embarks on new journeys toward becoming a museum in our permanent historic site.

Essential duties include:

- Manage and supervise the Design and Creative Content Manager staff position
- Maintain the museum's brand identity, style guide, and other assets
- Align all communications and marketing "channels" under one goal with strategies for audience differentiation leveraging Altru, the museum's CRM system



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- Generate concepts and ideas for exciting and interesting content and contribute to content development, strategy, and planning
- Oversee website content development and maintenance
- Manage the Communications Department budget.
- Develop media relationships and coordinate campaigns, including outreach for press opportunities and hiring outside consultants for PR and marketing, as needed.
- Support outreach to community partners and stakeholders
- Oversee communications and public-facing signage for donor and sponsor recognition, accessibility services and other kinds of onsite communications
- Lead documentation strategy for capturing important milestones, programs, and events
- Oversee institutional archive/content library
- Write and develop content for social media/mailchimp, printed brochures, etc.
- Hire and manage editors, documenters (photo/video/illustration), etc.
- Oversee pre-and post audience/visitor communications
- Collaborate on CRM maintenance for audience/data/list management, survey tools, etc.

Qualifications:

The successful candidate will have a strong set of written and verbal skills as well as problem-solving capabilities. They should be comfortable developing and delivering messages through a variety of platforms, and to various different and diverse communities. They should also have the confidence and managerial skills to guide and inspire staff.

Required

- At least five years of professional experience in a communications, PR, or marketing role
- Written, verbal and digital communication skills with the ability to translate messages and content across different communities
- Ability to convey a message in compelling and provocative ways to increase visibility and recognition among NPHM's target audiences
- Strong analytical, team-building, and problem-solving skills and the ability to create solutions or new opportunities
- The technological ability to work on a variety of digital platforms

Preferred

- Candidates with lived experience in public housing as a resident and/or some other connection are preferred.



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- Previous experience working with social impact non-profit, grassroots organizations, or institutions doing related housing policy and/or justice-oriented work

This is a full-time, salaried position in Chicago, IL with a 40 hour work week that will occasionally include evening and weekend availability as required to fulfill responsibilities and for related museum activities.

Position includes a full benefits package, including medical, dental, vision, 401K, and generous PTO.

To Apply:

To apply, please send your resume to jobs@nphm.org to be considered with the subject line "Director of Communications."

The National Public Housing Museum encourages people with lived experience of public housing or a meaningful connection to public housing to apply. We are an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, ancestry, national origin, religion, sex, sexual orientation, gender identity, disability, protected veteran status, military discharge status, age, marital status, parental status, or source of income.