

Media and Publicity Coordinator

INTRODUCTION

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN), is Indonesia's first museum of modern and contemporary art which opened to the public in November 2017. The Museum is looking for a dynamic individual to join the Communications Team as a Media and Publicity Coordinator. The Communications Team supports the communications needs of the museum including media and public relations, partnerships, digital and social media utilizing a range of internal and external platforms.

Reporting to the Communications Manager, the Media and Publicity Coordinator supports the delivery of accurate and timely communications strategies, reporting and the internal communications needs of the museum. To be successful in this role you are required to be a natural communicator, a vibrant, self-motivated individual, with a voracious interest in media and communications. You will have excellent time management skills, a willingness to learn to be a proactive member of a small team, and above all possess excellent written, and spoken communications skills in both Bahasa Indonesia and English.

DUTIES AND RESPONSIBILITIES

General

- Create effective communications strategies for the Museum, including media and digital communications strategy
- Produce quarterly and annual communications reports
- Maintain contact databases, and undertake research on media channels and trends

Media Relations

- Develop media plans for exhibitions and programs
- Writing and translating media releases, then prepare media kits and distribute them to the existing media database
- Able to be a good host and a responsive contact person for local journalists and media partners
- Good event organizing skills to manage press conferences (physical and virtual) with the ability to host events
- Regular media monitoring and reporting
- Able to anticipate media crises, and prepare official responses to handle crises
- Secure media partnerships for museum programs

Public Communications

- Plan, develop and execute broad communications plans on a variety of platforms to effect good public relations with the Museum's wide constituents
- Initiate public relations outreach programs and strategic partnerships

- Working alongside a Digital Coordinator to maintain synchronize messages across all communications channels. The collaboration is done through shared content plan
- Collaborate with other departments within the museum to communicate events, programs and initiatives
- Working with third party partners to support other departments' programs
- Create design brief to support communications campaigns, in partnership with Digital Coordinator

Marketing

- Contribute to the development of marketing campaigns for visitation, program awareness, etc.
- Propose ads budget to support campaigns
- Working alongside Digital Coordinator to set and monitor digital ads
- Report on the results of a campaign

Internal Communications

- Plan, develop and implement communications strategies for internal staff engagement
- Assist staff members and management in public speaking engagements (scheduling, liaising, providing talking points, promoting)
- Collaborate with HR on special staff announcements and other internal communications

REQUIREMENTS

- A Bachelor's degree on media, communications, business or marketing
- One to two years of working experience in the media or marketing industry is preferable
- Superior organizational and interpersonal communication (both verbal and written) skills, including tact, diplomacy, good judgment;
- Able to work both individually and as part of a team;
- Capacity to respond in a timely manner to inquiries with follow up communications and materials;
- Ability to meet deadlines and to work under pressure.
- Have a thorough knowledge of the Indonesian media landscape
- Fluent in bahasa Indonesia and English, both written and spoken
- Able to operate digital platforms, including managing social media channels, website and e-newsletter and willing to learn new updates on digital platforms
- Ability to plan, document, follow up and execute communications strategies
- Excellent interpersonal skills, with the ability to effectively work with others across the museum's departments
- Superior time management and planning skills, and able to produce high volume of work with limitations in time and resources
- Able to work independently – from home and at the office



JOB CONTEXT AND WORKING CONDITIONS

- Seated in an open office area with regular co-worker interaction.
- Ability to also work from home, as required, and attend video conferences as requested.
- Evening and weekend hours as necessary.

REPORTING RELATIONSHIPS

- Reports to the Communications Manager or equivalent on all matters related to exhibitions and programs.
- Works effectively with the Director's office, and the Design Manager, and supports the HR department as required.

CONTACT INFORMATION

Email cover letter, résumé or cv, 1-2 substantive writing samples (no more than 2000 words), in English and Bahasa Indonesia to recruitment@museumacan.org by **6 June 2021**.