

MUSEUM MACAN

Communications Manager

Job Description

The Museum of Modern and Contemporary Art in Nusantara (Museum MACAN), which will be Indonesia's first international museum of modern and contemporary art when it opens to the public in March 2017, is seeking an experienced communications professional to join our team. The right candidate will be an enthusiastic art lover with a passion for writing and creative story-telling, and will have the organizational skills necessary to handle a high level of responsibility. The Communications Manager will be integral to Museum MACAN's ongoing success, and will play a key role in building audience engagement and support, strengthening Museum MACAN's reputation, and ensuring that communications campaigns are carried out in alignment with the museum's goals.

Working directly with the Museum Director, the Communications Manager will help lead the Museum's efforts to promote Museum MACAN and its exhibitions, programs, collections, activities, and facilities to local, regional, and international media and audiences. The Communications Manager will work to increase awareness of Museum MACAN and its activities using a variety of creative methods, including through earned media (PR), advertising, social media, content marketing, partnerships, newsletters, direct mail materials, and more. The position will also be responsible for creating materials to enhance the visitor experience (such as exhibition guides and program calendars) and managing the content on the website, as well as helping to ensure that the institutional communications strategy is implemented consistently across all museum departments.

Key responsibilities

Local Media Relations

- Making local media strategies
- Preparing all media materials (media releases, images, videos, etc.) for journalists
- Securing media partners for every exhibition
- Handling all onsite media reportage
- Media monitoring & reporting
- Handling all media events

International Media Relations

- Liaising with Sutton, the Museum's media agency, to ensure international
- coverage on the Museum and its programs
- Hosting annual press trip

Influencers' Relations

- Managing influencers' relations.
- Setting up influencers' campaigns.

MUSEUM MACAN

Public Relations

- Handling non-sponsorship partners related to public relations, eg. holiday market with Kokken.

Communications Brief

- Crafting key messages to be shared with the public for exhibitions & programs.
- Liaising with Design to create communications assets.
- Managing content flow (online & onsite), in coordination with related departments (Marketing, Visitation, Education, Design).

Event & Team Support

- Attending & doing live coverage for Museum programs (including Public Programs & Malam di MACAN).
- Managing interviews, presentations and speaking engagements of MACAN team members.
- Crafting texts to support interviews, presentations and speaking engagements of MACAN team members.

Qualifications

Education & Experience

- Educated to degree level, preferably in communications or journalism (BA required).
- Must have minimum 3 years' experience in PR, marketing, or a related professional role.
- Demonstrated passion and interest in the arts and culture.
- Excellent and professional verbal and written communication skills are a must. (fluent English is required; Bahasa Indonesia is a plus).
- Must be able to perform effectively in a fast-paced environment with a high level of creativity and entrepreneurship.
- Ideal candidate will have:
 - o The ability to multitask, prioritize, and handle change at a moment's notice.
 - o Strong organizational and time management skills.
 - o Ability to receive constructive criticism and take direction.
 - o Ability to work collaboratively and coordinate within a team.
 - o Proficiency in Microsoft Office Suite

Behavioral Competencies

- Must be a confident communicator and presenter.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally.
- Must possess excellent organizational and planning skills.
- Superior project management and time management skills.
- A wide degree of creativity and latitude.
- Strong knowledge and understanding of current trends in digital media/social media.
- Self motivated with a positive and professional approach to management.