

## **PUBLIC AFFAIRS SPECIALIST**

The Smithsonian Center for Folklife and Cultural Heritage is seeking a dynamic and creative person to join the team as a **public affairs specialist** at the IS-1035-9 level (\$53,435 to \$69,460 per year plus benefits). The Center promotes greater understanding and sustainability of cultural heritage across the United States and around the world through rigorous research, live events, and access to a living digital archives that together promote culture of, by, and for the people.

The Public Affairs Specialist performs a range of media, public relations and marketing functions to broaden awareness, encourage visitors and gain public support for the Center's mission and programs. In addition to general public affairs duties, this position specifically supports departmental functions related to planning, coordinating, and marketing Center-wide events and media tours; creating press materials; interacting with and responding to press; coordinating film and image requests; leading new community involvement initiatives; and maintaining regular e- newsletter and calendar communication. The position reports to the Director. This is a full-time position with a two-year appointment, but it is not a federal job.

**Major duties** include:

### **Press Relations**

- Creates press materials in support of exhibitions, events and programs, including but not limited to press releases, image sheets, fact sheets, press kits, and digital communications.
- Cultivates relationships with press and responds to press inquiries when required.
- Acts as main coordinator and point of contact for filming and image requests.
- Manages information and image requests from media; works with reporters who seek information, and contacts for stories.

### **Leading New Community and Audience Involvement Initiatives**

- Works to establish new community and audience development involvement activities and events.
- Serves as the lead department liaison for external cultural tourism partnerships, including: The National Cherry Blossom Festival, Cultural Tourism of DC, and Destination DC, and other cultural tourism/diplomacy/public engagement related organizations.
- Serves as a lead department consultant for young professional adult audience targeted programs and/or contemporary art museum experiences.

### **General Marketing and Communications**

- Manages the execution of Smithsonian Folklife Festival marketing plans.
- Collaborates with Folkways Marketing team and communications team to create and implement social media campaigns for exhibitions, scholarly programs and events
- Manages communications to media and other stakeholders; creates press releases, media advisories and e-blast newsletter content.
- Works to expand and maintain the CFCH film and image library for media usage.
- Creates regularly scheduled e-newsletter for distribution. Responsible for ensuring accuracy of email and mailing lists and responding to update, removal and addition requests, or directing others to do so.

- Responsible for ensuring calendar distribution.

#### **Performance Reporting and Evaluation**

- Produces summary reports to provide information, monitor performance, and create benchmarks that will support strategic decision making for ongoing and future marketing efforts. Create and maintain methods of measuring advertising value and efficacy.
- Produces a report of media coverage, public engagement metrics, and other relevant public affairs statistics on a monthly basis. Creates similar reports for the Advisory Council and senior leadership as needed.

#### **Budget Management**

- With the Director and support from the administrative team, the incumbent develops and oversees the public affairs fiscal year budget.
- Monitors public affairs budget on a monthly basis. Prepares quarterly financial reports for Director and Advisory Council, and additional reports as required.

#### **QUALIFICATIONS**

- Knowledge of communication principles, methods and techniques to convey information to audiences interested in or affected by the organization's programs.
- Skill in developing written communication materials that convey information concerning a range of subjects related to the organization's programs.
- Skill in presenting information orally in a logical and clear manner to explain programs, projects or activities to both internal and external audiences.
- Skill in establishing and maintaining effective working relationships with groups.

#### **JOB REQUIREMENTS**

This position is non-sensitive, but requires a background check. It also requires direct deposit to pay salary.

#### **HOW TO APPLY**

Interested candidates should email a resume and a letter of interest to Michael Mason at [masonm@si.edu](mailto:masonm@si.edu). We will begin reviewing applications on July 29<sup>th</sup>.