



<b>Job Title:</b>	Communications Specialist
<b>Department:</b>	Communications
<b>Supervisor:</b>	Communications Director
<b>Employment Status:</b>	Full-Time
<b>FLSA Status:</b>	Exempt
<b>Work Hours:</b>	Monday-Friday 8:00am – 5:00pm. Some evenings and weekends.
<b>Issue/Reissue Date</b>	12/21/2022

**Job Summary:**

Under the general direction of the Communications Director, the Communications Specialist supports the Communications Department’s overall marketing and communications programs and initiatives, including the museum’s website, social media, member communications, and digital and print advertising. These programs enhance public perceptions of the museum, deliver key institutional messages, increase awareness of collections, exhibitions, and programs, and drive visitation on-site and online.

**About HoMA, the Honolulu Museum of Art:**

Opened in 1927, the Honolulu Museum of Art is a home for art and education created for the benefit of the entire community. Originally established as the Honolulu Academy of Arts, founder Anna Rice Cooke envisioned a museum that would bring people together through the power of art and “the deep intuitions that are common to all.” The museum was conceived of as a place of meaningful exchange and dialogue, celebrating the diverse artistic and cultural traditions of Hawai’i’s multi-ethnic population. From this founding intention grew the museum of today, with a world-class encyclopedic collection of more than 55,000 works of art, representing a stunning breadth of places and eras, from all corners of the globe and from the ancient past to the present day. Over the decades, the museum has become known for its strong tradition of art classes and community engagement, both inside the walls of the museum and beyond. In 2011 the Honolulu Academy of Arts merged with the dynamic and vibrant Contemporary Museum, reinvigorating the museum’s contemporary holdings and ushering in an opportunity for renewed commitment to the art of our time. The Honolulu Museum of Art was born.

With a dynamic global art collection and a dedication to innovative exhibitions and engagement with contemporary artists, HoMA strives to create a broad range of meaningful art experiences that are inclusive and accessible. Over the past century, the museum’s permanent collection has grown from 500 works to more than 55,000 pieces spanning 5,000 years. The Museum has one of the largest single collections of Asian and Pan-Pacific art in the United States, including an unrivaled collection by artists of Hawai’i. The collection also contains significant holdings in European and American paintings, sculptures, and decorative arts; 19th- and 20th-century art; an extensive collection of works on paper, textiles, decorative arts; and traditional works from Africa, Oceania, and the Americas. Other highlights include the Samuel H. Kress Collection of Italian Renaissance paintings and the James A. Michener Collection of Japanese ukiyo-e prints. Contemporary Art from around the world has an established and growing presence in the Museum’s permanent collection.

Education has been an integral part of HoMA since its founding, and the Learning & Engagement department supports the Museum vision by advancing knowledge and fostering a thirst for creative thought, agency, and artistic excellence. Programs, which range from classes and lectures to tours and workshops, are designed to inspire and spark wonder in people of all ages and skill levels. Through Learning & Engagement initiatives, HoMA strives to instill a love and appreciation for art in children at an early age, promote a culture of lifelong learning, and foster artistic excellence and support a healthy arts ecosystem in Hawai’i.

As HoMA approaches its centennial in 2027, it is poised to embark on a new chapter guided by a renewed vision and Strategic Plan that focuses on HoMA’s core purpose: to be a home for art and education that exists for the benefit of the entire community, presented in a setting that prioritizes beauty, harmony, and promotes learning, self-awareness and connection. With acknowledgment of HoMA’s history and purpose at the forefront, the Strategic Plan charts a course for HoMA’s next chapter in a

rapidly changing world. It will transform HoMA into a relevant and sustainable 21st century museum where people of all ages and from all walks of life will be invited in and reinforce HoMA's ability to bring the art of the world to Hawai'i and the art of Hawai'i to the world.

**Minimum Qualifications:**

- BA in Communications, Journalism, or related field.
- One to two years of experience in digital content development, including social media and/or website copy.
- Two to three years of writing experience, with experience writing content that is engaging, persuasive, and mission aligned.
- Ability to generate well-written, grammatically correct copy for various communication channels, often adapted to an established museum voice and writing style.
- Ability to revise, edit, and proofread written copy to identify inconsistencies, guide content, and ensure correct grammar, sentence structure, punctuation, and inclusion of mission-aligned messaging.
- Excellent research skills, with emphasis on investigating and fact checking content and sources across the museum and externally.
- Ability to take initiative, multitask, and work in a fast-paced environment with the potential for shifting deadlines.
- Excellent interpersonal and oral/written communication skills.
- Rigorous attention to detail, excellent organizational abilities, and ability to track and manage multiple deadlines.
- A thorough understanding of social media with an eye for emerging platforms and trends.
- Excellent computer skills, including the Microsoft Office Suite and an understanding of databases.
- Ability to work independently and as part of a team.
- Excellent customer service/customer relations skills.
- Ability to work some nights and weekends.
- Ability to work with diplomacy and tact at all times

**Desired Qualifications:**

- Editorial experience in art, art history, or lifestyle/culture publications.
- Understanding of HoMA's established identity and dedication to maintaining it.
- Knowledge of Tessitura or similar database.
- Experience conducting and transcribing interviews.

**Core Competencies:**

- Adaptability
- Problem-solving and resourcefulness
- Technologically savvy
- Business acumen and professionalism
- Effective communicator
- Initiative and good judgment
- Adept at planning and organizing

**Essential Duties:**

- Under the general direction of the Communications Director, develops email marketing and social media strategies and schedules. Works with Design to generate accompanying assets.
- Generates copy, taglines, and messaging on various social media platforms, including Instagram and Facebook.
- Responds to comments and messages on social media, engaging with followers, visitors, partner organizations, and other entities.
- Develops and implements strategies to increase social media engagement and Museum visitation. Provides reports and analytics on marketing efficacy and conversion metrics.

- Keeps up to date with the ever-changing social media scene and provides insight into the latest apps and trends.
- Ensures optimal and updated web presence and language, providing oversight for museum web content, coordinating new content submissions, and ensuring page consistency.
- Plans and creates content for social media, e-newsletter, and other museum communications platforms. Schedules and maintains a consistent posting calendar.
- Oversees the Communications department's use of WordFly, an online email marketing service used for e-blasts. Drafts effective subject lines and call-to-action messaging.
- Coordinates and creates the weekly HoMA e-newsletter with links to content and web pages, including subject lines, content, and call-to-action messaging.
- Assists in developing and executing communication strategies and campaigns for exhibitions, events, programs, membership drives, and other museum initiatives.
- Provides 'on-the-fly' social media updates as necessary, including some photography and short copy. This includes coverage of events such as Family Sunday and exhibition openings.
- Provides journalistic and editorial support for the HoMA magazine as needed.
- Provides support for public relations initiatives as needed, including compiling press clips.
- Provides general support to the Director of Communications for daily tasks and specialized projects.
- Ensures that all published content adheres to HoMA style guidelines.
- Other duties as assigned.

**Traits and Characteristics:**

The successful Communications Specialist is a creative and dynamic deadline-oriented team player with an empathetic disposition and ability to work in a team. They take direction from the Director of Communications and other stakeholders on publicity and marketing projects. The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. They exhibit a polished presence, diplomacy, discretion, and a deep respect and understanding of the museum and its brand.

**Working Conditions and Atmosphere:**

The Communications Specialist works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the Museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.

**Diversity, Equity, Accessibility, and Inclusivity:**

HoMA welcomes people from all backgrounds and walks of life, and this is reflected in our diverse community of employees. We encourage applications from candidates across a wide variety of backgrounds, including, but not limited to, people of all races and ethnicities, people with disabilities, women, veterans, and all members of the LGBTQ community.

**Equal Employment Opportunity:**

HoMA is proud to be an equal opportunity employer and is committed to providing equal opportunity for all employees and applicants. HoMA recruits, hires, trains, promotes, compensates, and administers all personnel actions and benefit programs without regard to race, color, ancestry, religion, sex, including pregnancy and gender identity and expression, national origin, age, disability, sexual orientation, reproductive health decisions, marital status, arrest and court record, citizenship, credit history, military and veteran service, victim of domestic violence or sexual abuse victim status, genetic information, or any other characteristic protected by applicable federal, state or local law.

The statements contained herein describe the scope of the responsibilities and essential functions of this position but should not be considered to be an all-inclusive listing of work duties and requirements. Individuals may perform other duties as assigned including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

HoMA maintains a policy of nondiscrimination in all employment practices and decisions, ensuring equal employment opportunities for all qualified individuals. This applies to both HoMA employees and

applicants for employment with the Museum. Any form of harassment of any employee because of any protected status is also prohibited.