

THE BROAD

JOB OPPORTUNITY

JOB TITLE	Deputy Director for Marketing and Communications
REPORTS TO	Director of The Broad
CLASSIFICATION	Full-time, exempt

BACKGROUND

In 2010, Eli and Edythe Broad announced plans to open The Broad, a new, public museum of contemporary art on Grand Avenue in downtown Los Angeles (anticipated opening: 2013). Designed by world-renowned architects Diller Scofidio + Renfro, the museum will be a 120,000 square foot, three-level facility, and will include approximately 50,000 square feet of gallery space on two floors, a lecture hall for up to 200 people, and a public lobby with display space and a museum shop. The project will include a state-of-the-art archive, study and art storage space that will be available to scholars and curators who want to research works in the collection and borrow artworks for their institutions through The Broad Art Foundation's worldwide lending program. The museum will be adjacent to luminary cultural institutions such as the Music Center of Los Angeles and Walt Disney Concert Hall, the Colburn School of Music, and the Museum of Contemporary Art, forming a remarkable locus of culture in Southern California.

The museum's exhibition programming will focus on the contents of the renowned contemporary art collections of Eli and Edythe Broad, which feature in total 2000 artworks by more than 200 artists and unparalleled, in-depth groupings of works by select artists such as Jeff Koons, Roy Lichtenstein, Cindy Sherman, Jean-Michel Basquiat and many others.

The Broads created The Broad Art Foundation in 1984 as a pioneering lending library for contemporary artworks. Dedicated to increasing access to contemporary art for audiences worldwide, the foundation has made nearly 8,000 loans to 485 museums and galleries around the world. In addition to The Broad Art Foundation's works, the loan program also makes available art from The Eli and Edythe L. Broad Collection. Together, the Broad Collections are among the most prominent collections of postwar and contemporary art in the world. For more information on The Broad Art Foundation, please visit www.broadartfoundation.org.

The Broad Art Foundation and The Eli and Edythe Broad Foundation together comprise The Broad Foundations, which have assets of \$2.4 billion. The Broad Foundations were established to advance entrepreneurship for the public good in education, science, and the arts. For more information about The Broad Foundations, please visit www.broadfoundation.org.

POSITION SUMMARY

The Broad seeks an experienced and dynamic marketing and communications professional to serve as Deputy Director for Marketing and Communications (DDMC). As a key member of The Broad's founding senior management team, the DDMC will have a unique opportunity to shape the public profile of an exciting new art institution. The DDMC will be charged with conceiving and implementing innovative marketing and communications strategies to attract and retain a diverse and expansive audience for the museum. The DDMC should have a proven track record of employing "outside the box" approaches to cultural marketing incorporating both digital and traditional platforms. The successful candidate will be able to articulate a vision for establishing an exciting and enduring identity for the museum as a welcoming, inclusive, and premiere cultural destination. The DDMC will direct all communications efforts for the museum, including marketing and promotions, advertising, media relations, public information, and audience development.

DUTIES AND RESPONSIBILITIES

- Create and implement a strategic marketing and communications campaign for the museum.
- Secure local, regional, national, and international media coverage of the museum's exhibitions, public programs, and other events.
- Develop, implement, and manage the museum's suite of online tools and technologies including, but not limited to, the website, social media, email communications, and mobile applications.
- Manage the creative and content development of all collateral materials for institutional and programmatic marketing, operations, media relations, employee communications, and, in concert with education and curatorial staff, mobile applications and guided tours.
- Write press releases and create press materials.
- Oversee all public relations initiatives, including liaising with vendors and consultants such as graphic designers, web designers, advertising agencies, and other creative partners; negotiate advertising placement in various media; provide counsel and support spokespersons and executive leadership on interactions with media, both on- and offline. Strengthen media partnerships and relationships.
- Create and assess metrics to gauge and evaluate the effectiveness and impact of all marketing and communications activities.
- Prepare and manage the annual marketing budget.
- Supervise marketing and communications staff and contractors.
- Perform other related duties as assigned.

EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree (advanced degree preferred) with ten or more years of progressively responsible experience in marketing, communications, journalism, public relations or a related field; experience in a cultural or other non-profit institution a plus.
- Demonstrated success in planning and conducting major marketing and communications campaigns and expanding market reach.
- Knowledge of general consumer marketing strategy, campaign execution, and branding.
- Knowledge of website development, search engine optimization, pay-per-click advertising, social media, and email campaign management.
- Political, analytical and negotiation skills required to manage in a fast-paced, complex, energetic and changing environment. Sound judgment and superior problem solving ability.
- Excellent strategic and critical thinking skills. Strong organizational skills.
- Exceptional written, verbal and interpersonal communication and listening skills, including but not limited to the ability to communicate persuasively and dynamically about The Broad and its programs.
- Consistent drive and ability to take ideas from vision to implementation.

CANDIDATE PROFILE

The ideal candidate will be dedicated to advancing the museum's mission of inspiring a larger audience for contemporary art. He/she must be highly energetic, hard working, extremely organized, collaborative, able to multi-task and prioritize, and have strong staff management skills. He/She must be deeply aware of broader cultural trends in media and communications, and be capable of applying that knowledge to the promotion of the museum in an entrepreneurial manner. He/She must be capable of handling a complex portfolio of responsibilities and able to work efficiently in a fast-paced, no-frills environment. Experience within the cultural sector, specifically modern and contemporary visual arts and related interdisciplinary programming, is highly desirable, as is a vested interest and history of success using alternative and online approaches to marketing (such as web-based promotions, social media, and collaborative partnerships). He/she must have a proven capacity for developing effective working relationships both internal and external; excellent research, writing, and organizational skills; excellent public speaking and presentation skills; ability to direct, supervise, and motivate staff and external service providers and facilitate cross-functional coordination; ability to interact effectively with media, the public, and colleagues at all levels.

Please note: The Broad is currently under construction. This position will be based in Santa Monica, CA at the current offices of The Broad Art Foundation until the new facility is complete, at which time the position will relocate to downtown Los Angeles. Periodic travel will be required.

SALARY AND BENEFITS

The appointees compensation package will be based on his/her experience and salary history. The Foundation offers excellent benefits including a variety of health plans and a 401k retirement savings plan with an employer match.

TO APPLY

For consideration, please send a letter of interest and resume to ddmc@simon.broadfoundation.org. Please list your name in the subject line. We will only contact candidates chosen for further consideration.

Employment is contingent upon a satisfactory background and reference check which will include a full credit and criminal report as well as verifications of employment and educational records. You must be legally entitled to work in the United States for any employer.

EQUAL OPPORTUNITY EMPLOYER

The Foundation does not discriminate on the basis of race, color, religion, ethnic or national origin, age, disability, gender, sexual orientation, or other characteristics covered by law with regard to employment opportunities.

The statements in this description represent typical elements, criteria, and general work performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for the job.