



**MUSEUM OF SOUTH TEXAS HISTORY
Job Description – Public Relations Officer**

JOB TITLE: Public Relations Officer	CLASSIFICATION: Exempt	JOB NUMBER: PR - 01
DEPARTMENT: Public Relations	REPORTS TO: Lynne Beeching	REPORTS TO TITLE: Marketing/Development Officer
LOCATION: Museum of South Texas History	SUPERVISES: None	WORK HOURS: Full Time
BASE SALARY:	PERFORMANCE REVIEWS: Annual	
WRITTEN BY: Mirta Martinez	DATE WRITTEN: 1/29/08	APPROVED BY: Shan Rankin

Purpose:

The Public Relations Officer is responsible for the development and implementation of public relations and marketing programs that position the Museum as a valuable resource for preserving and presenting borderland heritage of South Texas and Northeastern Mexico with its key constituents, as well as new audiences.

Responsibilities:

- Develops and implements short-term and long-term public relations and marketing programs that support the overall museum objectives. These programs should integrate communications strategies for media relations (print, radio, television, and Internet), advertising, marketing, and brand management.
- Develops key messages, identifies target audiences, and utilizes the latest technology to communicate with those audiences.
- Writes and produces most Museum publications, including the quarterly Friends newsletter and the annual report. Also writes copy for radio, television and electronic media, as needed, to meet objectives of communications programs.
- Serves as the museum's liaison with the general public and community organizations, which may include public speaking or trade show representation or other forms of outreach.
- Works closely with the Program Officer to promote special events and programs, and with the Development Officer to promote fundraising events and membership opportunities.
- Manages the Museum's website, with the assistance of a third-party vendor. Serves as the Museum's in-house photographer.
- Creates and maintains an up-to-date, detailed media list.
- Maintains excellent working relationships with members of the media.

General Activities

- Carries out duties as needed or assigned during annual fundraising events, large-scale public programs, and special events.
- Acts as manager-on-duty as assigned on weekend rotation duty.

Knowledge, skills and abilities required:

- Demonstrates creativity in promoting the objectives of the museum through a variety of media.
- Demonstrates excellent writing skills.
- Holds bachelor degree in journalism, public relations, or a related field from an accredited college or university.
- Has five to ten years experience in public relations, preferably with a non-profit organization.
- Works effectively with others as part of a team.
- Interacts in an effective, tactful, and professional manner with staff, media, and the public.
- Has experience in integrating digital technology to achieve marketing and public relations objectives. Skilled with Microsoft Office software programs, including Microsoft Publisher & Power Point.
- Bilingual (Spanish and English) is preferred.

I have reviewed and determined that this job description accurately reflects the position. I understand that my annual review will be based on but not solely limited to the performance of the above responsibilities, knowledge, skills and abilities required of this position.

Employee signature

Date:

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