

PARRISH ART MUSEUM

125 Years of Engagement, Vision, and Excellence

Job Title: Visual Communications Specialist

Date: July 2023

Reports to: Director of Donor and External Communications, and Branding

Status: Full-time; Exempt

PURPOSE AND SCOPE:

Reporting to the Director of Donor and External Communications, and Branding, this position advances the Museum's mission by creating and distributing Museum visual and printed content to enhance awareness through local press outlets, Museum digital platforms, printed materials, and Museum programs' collateral. The Visual Communications Specialist is responsible for designing and producing visual content in line with Museum graphic identity and brand. This position designs and produces graphic and photographic content and key messages for all Museum projects including institutional documents such as annual reports, quarterly calendar of events, and promotional materials (handouts, posters, postcards) for public and education programs, branded products, and others. Assists with all graphic and photographic Museum needs; assists in coordination of local distribution of these assets.

KEY RESPONSIBILITIES:

- Design and produce a variety of visual content for digital and physical publications (brochures, postcards, posters, etc.)
- Champion the Museum offerings and events by incorporating graphic identity and key messages in all pieces.
- For select projects, provide holistic art direction, making improvements in functionality, format, copy or overall concept if necessary.
- Provide graphic and photographic support for website and digital channels
- Direct photo shoots, design and illustration as needed.
- Coordinate related projects from inception to completion, project schedule, revisions and approvals, project tracking bidding and print production.
- Assist in proofing and editing publications.
- Manage digital library of photos and artwork.
- Perform self-guided research with staff to source visuals (archive materials, photos, videos, graphics) for visual communications use.
- Coordinate the distribution of printed assets (posters, postcards, mailers).
- Apply branding guidelines to all content and output.
- Support visual needs for website upkeep and upgrades.
- Proactively present new ways to promote the museum in visual culture and innovative ideas that meet institutional goals.

EDUCATION, EXPERIENCE, AND SKILLS:

Bachelor's degree in related field required Graphic Design/Photography/Communications/Marketing
Experience with graphic design and digital photography.

Strong visual communication skills.

Ability to deliver content under pressure and meet tight deadlines.

Proficiency with design software (Adobe InDesign, Photoshop, or equivalent software)

Passion for furthering equity, diversity, inclusion, and accessibility in the work environment

ADDITIONAL ABILITIES:

Ability to multi-task and manage competing deadlines.

Ability to work in a team environment as well as independently, self-starter, energetic.

Ability to anticipate work needs and follow through with minimum direction.

WORKING CONDITIONS:

Work will be performed in a normal open-space office environment at Museum offices and remotely in public spaces and in program spaces including the Museum galleries, studio and theater; as well as in key stakeholder spaces. The physical demands and work environment characteristics are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must accept direction from the Director in executing principal responsibilities.

SALARY:

This position has a pay band between \$55,000 to \$60,000 annually.

ABOUT THE PARRISH ART MUSEUM:

The Parrish Art Museum is a place to discover and connect with art and artists with a focus on the rich creative legacy of Eastern Long Island and its global impact on the art world. The Museum regularly presents temporary exhibitions, including new installations drawn from our world-class collection of more than 3,000 works, as well as special exhibitions that reconsider the work of a single artist or group exhibitions that explore compelling themes. The Parrish produces hundreds of public programs and offers a year-round schedule of inspiring education initiatives.

Situated within one of the most concentrated creative communities in the United States, the Parrish Art Museum is a vital cultural presence on the East End of Long Island. Originally founded in 1898 by Samuel L. Parrish in the Village of Southampton, as a showcase for his collection, the Museum relocated in 2012 to a spacious, light-filled, purpose-built facility in Water Mill, New York designed by Herzog & de Meuron. The new facility provides for expanded services in research, interpretation, collaboration, education, and interactive, multidisciplinary programming. The Museum's landscape and critically acclaimed building honor Eastern Long Island's built and natural environment evoking the unique atmosphere of the region that inspires many artists and visitors.

The Parrish Art Museum is an equal-opportunity employer. The Museum is committed to a work environment that supports, inspires, and respects all individuals, and we do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, military service status, or any other status protected under federal, state, or local law. Individuals of diverse backgrounds are strongly encouraged to apply. The Museum's offices are fully accessible.