

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION
Communications Manager

We inspire joyful exploration of science and nature through engaging experiences, unique resources, and exceptional staff.

Department: External Relations

Position Title: Communications Manager

Primary Reporting Responsibility: Director of Marketing & Public Relations

Status: Full Time/ Exempt

Overview: At the Buffalo Society of Natural Sciences, we believe that science creates opportunities and shapes our world. We take pride in providing an environment that inspires curiosity, self-directed learning, and fun for our guests of all ages. We know that when you mix GREAT SERVICE with GREAT PEOPLE, the result is LASTING MEMORIES for our guests.

Summary of Position: The Communications Manager is responsible for advancing the Society's mission through proactive planning, creation, and dissemination of communications from the BSNS through Buffalo Museum of Science and Tiff Nature Preserve's various communication channels and generating earned media. Working with stakeholders across the organization, they are accountable for sharing accurate, timely, and engaging content and communications to various audiences with the goal of positively elevating the BSNS brands and generating attendance to exhibits, events, and programs.

Essential Functions:

- Support the Society's Strategic Plan by harnessing and sharing its collective stories, staff knowledge, and unique resources to elevate and protect the Buffalo Museum of Science and Tiff Nature Preserve, and to position the BSNS as the leading cultural voice for science in the Buffalo/Niagara region
- Working closely with the Director of Marketing and Public Relations, plan, organize, and execute the Society's media outreach efforts via traditional media, social media, and community outreach to promote the Society's exhibitions, programs, events, collections, and community impact
- Participate in event, program, and exhibit planning meetings as necessary to inform communications and earned media efforts
- Write and distribute press releases, media alerts with influencers and coordinate media visits
- Actively develop and maintain relationships with local media and influencers, pitching stories regularly to keep the BSNS front of mind for potential segments and stories. Serve as primary contact for coordinating and greeting media for interviews and visits
- Work with department or project representatives to proactively generate story ideas and provide coaching for media interviews
- When appropriate, serve as spokesperson for the Museum and Tiff
- Develop, manage, and refine the BMS and Tiff's annual social media plan and content calendars while tracking current engagement to inform future campaign strategies
- Maintain the BMS and Tiff social media presence (Facebook, Instagram, TikTok, Twitter), from original content to event and program promotions, ensuring content alignment with the BSNS brands and social strategies

- Monitor broader social media trends and emerging social platforms to maintain relevancy of BSNS social presence among target audiences
- Working both independently and in collaboration with a committee of stakeholders from across Society departments, develop written, graphic, and video content that drives engagement. Lead regular social media planning meetings to populate and review social media content calendars to meet established deadlines
- Follow trending science news and leverage knowledge of BSNS staff to generate relatable organic social content for BSNS audiences
- Provide exemplary customer service through timely and accurate responses to direct messages and comments on all social pages, seeking guidance from appropriate BSNS staff as needed.
- Work closely with the Society's Identity Brand Manager to produce digital graphics to support social media efforts
- Write, edit, and produce copy for digital and printed communications, including email communications, website content, print collateral, and social media content
- Provide day-to-day website management and/or oversight (Word Press) to ensure the BMS and Tifft websites provide current and accurate information, proactively obtaining information and event details from stakeholders across the organization.
- Supervise and regularly meet with Lead Phone Representative/Executive Office Assistant to ensure BSNS website calendars, external community event calendars and outgoing BMS phone messages are accurate and up to date
- Serve as point person for external web development partner to inform and maintain functionality to offer a positive and accessible user experience
- When appropriate, be present at events and exhibit openings to coordinate media and capture content for social media and other Society communications needs
- Participate in crisis communications trainings and contribute to Society crisis planning efforts
- On occasion, coordinate and distribute marketing surveys on behalf of BMS and Tifft (SurveyMonkey)
- When needed, provide backup for general phone inquiries to the BMS

Education, Experience, Skills, and Qualities Required:

- Minimum 5 years' professional experience in marketing, communications and/or public relations or other related field
- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Business or related field
- Minimum of two (2) years' experience and demonstrated success in managing and/or contributing to the social media presence for a company, organization, or brand
- Minimum one (1) year experience with content management systems and email platforms. Familiarity with Word Press and Mail Chimp a plus
- Appreciation for science, education and the natural environment
- Exceptional writing, editing, and verbal communication skills
- Strong sense of accountability; demonstrated commitment to meeting deadlines and deliverables
- Ability to multi-task and manage multiple projects at once with the ability to adapt to new priorities and projects
- Self-motivated and enthusiastic personality with a desire to continue learning new skills and a commitment to personal and organizational success
- Comfort working on individual and group projects while on site and if working remotely

- Exemplary critical thinking and decision-making skills with a high attention to detail
- Ability and willingness to work weekends / evenings as required by the needs of the Society
- Professional or personal experience capturing and editing quality photos and video content for digital platforms

Physical Demands:

- Reading printed material and computer screens regularly
- Hearing and talking with people inside and outside the organization
- Moving around and between the Society's sites and program/partner locations

The Society's culture is one of collaboration, collegiality, and teamwork. The Communications Manager must have a desire to work in a mission-first and audience-centered culture following the Society's core values of service, curiosity, collaboration, integrity, and inclusivity. The Communications Manager must intend to produce products and experiences of exceptionally high quality and to enjoy work and colleagues.

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time.

Equal Opportunity Employer: At the Buffalo Society of Natural Sciences, we believe that to achieve the greatest potential in opportunity, innovation, and discovery, as well as to reach the highest level of effectiveness and well-informed decision making, diversity of experience and viewpoints is paramount. Further, as a mission-first organization that seeks to be a welcoming and welcomed resource for all in our community, the Society strives to reflect the great diversity of those living in western New York. We encourage applications from individuals of all backgrounds and life experience. The Buffalo Society of Natural Sciences is an Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, national origin, age, disability, or genetic information.

Please send cover letter and resume to Resumes@GoldhawkHR.com.