



# JOB POSTING

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**Position Title:** Communications & Media Relations Manager  
**Department/Division:** External Relations

**Reports To:** VP, External Relations  
**Status:** Full time, Non-Exempt

## Overview:

The Buffalo Society of Natural Sciences (BSNS), which operates the Buffalo Museum of Science and Tifft Nature Preserve, is a cornerstone of the Buffalo community, inspiring joyful exploration of science and nature for over 160 years. The BSNS is at an exciting moment of growth and transformation, following recent capital improvements and preparing for a phased master plan that will revitalize key spaces and expand engagement. As it approaches its 100-year anniversary in 2029, the organization is committed to bold investments that will shape the next century of science education and community connection. BSNS is building on its proud legacy to position the Buffalo Museum of Science as a vibrant hub for discovery and learning for generations to come.

## Summary of Position:

The Buffalo Society of Natural Sciences (Buffalo Museum of Science and Tifft Nature Preserve) is currently seeking a full-time Communications & Media Relations Manager who will work under the guidance and supervision of the Vice President of External Relations. The Communications & Media Relations Manager is responsible for developing and executing strategies to build brand awareness, manage public image, and drive attendance and engagement by overseeing campaigns, media outreach, content creation (press releases, social), and stakeholder communication, acting as the brand's voice to secure positive coverage and manage reputation across digital and traditional channels.

## Essential Responsibilities:

### Media Relations & Publicity

- Build and steward strong, positive relationships with reporters, editors, producers, influencers, and media outlets, with a focus on western New York and regional press.
- Proactively pitch stories that highlight exhibitions, programs, events, and organizational impact.
- Draft and distribute press releases, media advisories, talking points, and press kits to support exhibitions, programs, and major announcements.
- Organize and lead media previews, press visits and interviews, and on-site filming.
- Working with VP of External Relations, coordinate and execute press conferences, including coordinating press communications with external partners, collaborators, and elected officials.

- Track and report on media coverage, providing actionable insights to BSNS leadership and internal teams.

### **Digital Communications & Social Media**

- Lead the social media presence for the Museum and Tifft, including strategy, content planning, and execution.
- Ensure BSNS websites and email marketing communications remain accurate, current, and aligned with branding and messaging standards.
- Collaborate with other departments to develop engaging multimedia content—stories, videos, reels, behind-the-scenes features—that illuminate the Society's mission, its work in science and collections, and drives attendance.
- Provide timely and professional responses to questions, comments, and concerns across digital media platforms.

### **Marketing & Event Promotion**

- Plan and execute communications tactics to support promotional campaigns to increase attendance, visibility, and community engagement for exhibitions, public programs, events, and seasonal happenings at the Museum and Tifft.
- Support marketing research efforts and initiatives to inform future marketing and event planning, including survey development and distribution with various audiences.
- Work closely with graphics lead to ensure all marketing collateral and promotional materials align with the Society's brand, messaging strategies, and audience engagement goals.

### **Internal Collaboration & Stakeholder Communication**

- Work closely with program and event planning teams to gather information needed to execute effective promotions of programs and key initiatives.
- Support internal communications needs related to campaigns, announcements, and cross-departmental promotional efforts.
- Ensure a smooth flow of information that helps staff understand and support marketing and communication goals.

## **Education, Experience, Skills, and Qualities Required:**

### **Experience**

- Minimum five (5) years' professional experience in marketing, communications and/or public relations or other related field(s).
- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field.
- Proven ability to secure media coverage and maintain positive media relationships.
- Minimum two (2) years of experience managing or contributing to a brand's social media presence.
- Fundamental knowledge of graphics design programs, including Canva and Adobe Creative Suite preferred.

- Professional or personal experience capturing and editing quality photos and video content for digital platforms preferred.
- Appreciation for science, education and the natural environment.

### **Core Competencies**

- Exemplary critical thinking and decision-making skills with a high attention to detail
- Excellent written and verbal communication skills; proactive and articulate.
- Flexible, collaborative team player with a growth mindset and ability to work independently.
- 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
- Comfort working on individual and group projects while on site and if working remotely
- Flexibility in working evenings, weeknights, and early mornings as needed to support exhibition openings, public programs, special events, or time-sensitive media opportunities.
- Self-motivated and enthusiastic personality with a desire to continue learning new skills and a commitment to personal and organizational success.
- Ability to prioritize and remain focused amid frequent interruptions.
- Communicating with people inside and outside the organization.

### **Physical Demands:**

- Working at a computer for extended periods of time.
- Must be able to communicate effectively with other employees.
- Reading printed material and computer screens regularly
- Ability to travel between the Society's sites and program/partner locations

### **Compensation and Benefits:**

The base rate for this role is \$30 per hour (37.5 hours per week), with additional consideration given for relevant experience and qualifications.

### **Interested Applicants:**

Interested candidates should send cover letter and resume to [Resumes@GoldhawkHR.com](mailto:Resumes@GoldhawkHR.com).

### **Equal Opportunity Employer:**

The Buffalo Society of Natural Sciences is an equal opportunity employer, and strongly encourages expressions of interest from people of color, individuals living with disabilities, women, and the LGBTQ+ community. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, color, creed, religion, sex, age, national origin, citizenship, sexual orientation, marital status, or any other classification protected by federal, state, or local law.