



CALL FOR CANDIDATES

Director of Communications

Kentucky Derby Museum
Louisville, Kentucky

Kentucky Derby Museum is a 501(c)(3) non-profit charitable organization that sits on the front steps of historic Churchill Downs Racetrack. It is one of the premiere attractions in the Louisville region, celebrating the tradition, history, hospitality and pride of the world-renowned event that is the Kentucky Derby. The Museum welcomes over 230,000 visitors annually; a large percentage of those visitors come from outside of Kentucky, journeying from across the country and the world.

Position: **Director of Communications**
Department: Communications
Reports To: President & CEO
FLSA Status: Full-time/Exempt

Summary of Position: The Director of Communications is responsible for creating, enhancing, and executing communication initiatives for the Museum. Supports promotions and marketing initiatives through gained media exposure, as well as assists with the community relations initiatives in the Louisville & Southern Indiana region as well as the Thoroughbred industry. Oversees and managing website and social media communication channels to maximize audience engagement.

Essential Duties and Responsibilities:

- Serves as the primary media spokesperson for the Museum and manages overall public relations activities.
- Coordinates all press conferences and announcements.
- Proactively establish and maintain effective working relationships with media representatives in all genres.
- Establish and maintain effective working relationships with media representatives and contacts within the Thoroughbred industry.
- Facilitates the dissemination of information and responds to media outlets and the general public in response to requests or as part of targeted promotions.
- Compiles and prepares comprehensive information about the Museum for local, regional, and national media.
- Develops and assists in the execution of public relations strategies, campaigns, and initiatives to maintain a positive public perception of the museum.
- Responds to information queries from media and the general public, when necessary.
- Manages and executes the overall social media strategy to maximize reach and engagement with desired audiences.
- Prepare content for newsletters, social media channels, internet web pages, and other Museum communications.
- Create strategy and programming for digital media and video clips for online community.
- Keeps current on all media lists, while monitoring and reporting quarterly on publicity.
- Integrates PR initiatives into marketing programs to assist in driving awareness, action, and revenue.



**Essential Duties (Continued):**

- Manages all speaking engagements, including coordination of appropriate staff for interviews and appearances.
- Maintains company public relations, photos, videos, and print archives.
- Tracks and reports social media initiatives and develops recommendations based on results.
- Assists the CEO with the effective implementation of the Museum's strategic plan.
- Assists the Director of Marketing with the development and execution of the overall Museum marketing plan in order to create effective and cohesive communications tools and strategy.
- Assists in the development of the marketing, advertising, public relations, and promotional strategies.
- Maintains knowledge of new exhibits, events, promotions, projects and acquisitions in conjunction with appropriate Museum departments.
- Adheres to annual budget and produces results within the structure.
- Other duties as assigned.

Supervisory Responsibilities:

- This position has no direct supervisory responsibilities.

Work Schedule:

- Monday - Friday: 8:30 AM – 5 PM
- This position will require overtime and flexible scheduling during the week leading up to and including the Kentucky Derby and various times throughout the year depending on media requests.

Minimum Qualifications:

- Four-year college degree in communications, journalism, or related field.
- Minimum 5 years of work experience in the communications field.
- Exceptional written and verbal communication skills.
- Thorough working knowledge of current trends in social media marketing and public relations.
- Established media relations skills with proven ability to speak effectively before groups of visitors, employees, members of the media, etc.
- Thorough knowledge of digital marketing, corporate messaging, and media analytics.
- Experience developing and implementing communication strategies to align with overall marketing initiatives.
- Able to work independently, think ahead, and take initiative.
- In-depth knowledge of social media and communications platforms.

To apply for this opportunity, please send your resume to ewilkins@derbymuseum.org.

No phone calls, please.

The information contained in this job description is not exhaustive of all the duties and responsibilities of this job, nor is it intended to be an all-inclusive list of the skills and abilities required to do the job. At the discretion of Museum management, duties and responsibilities may change due to reasonable accommodation or other reasons at any time.

The Kentucky Derby Museum is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, disability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law.

