



Katonah Museum of Art

Marketing & Communications Manager

Status: Full Time, Non-Exempt

Reports to: Director of Institutional Advancement

Date Posted: June 2026

Salary: \$50-\$55K

The Katonah Museum of Art (KMA) seeks a creative, strategic, and highly organized Marketing & Communications Manager to lead the Museum's marketing, communications, and public relations efforts. This position plays a critical role in advancing the Museum's visibility, reputation, attendance, membership, and community engagement through compelling storytelling, media relations, digital communications, and social media strategy.

The successful candidate will be equally comfortable developing long-term marketing plans and executing day-to-day communications. They will serve as the Museum's primary communications lead, managing all public-facing messaging and working collaboratively with the KMA leadership and staff to deliver a cohesive, engaging brand across all media and social platforms.

The ideal candidate is a skilled storyteller, strong writer, experienced social media strategist, and proactive media relations professional with a passion for arts and culture.

Key Responsibilities

Marketing Strategy & Brand Management

- Develop and execute annual marketing and communications plans aligned with institutional priorities.
- Create integrated campaigns that drive attendance, membership growth, fundraising participation, educational program enrollment, and community engagement.
- Ensure consistent branding and messaging across all Museum platforms and communications.
- Manage marketing calendars and promotional timelines for exhibitions, public programs, fundraising events, and institutional initiatives.
- Identify opportunities to expand audience reach and strengthen awareness of the Museum throughout Westchester County, New York City, and the broader Tri-State region.

Public Relations & Media Relations

- Serve as the Museum's primary media relations contact.
- Develop and maintain relationships with local, regional, and national media outlets, journalists, editors, arts writers, bloggers, influencers, and community publications.
- Pitch exhibition stories, artist interviews, educational initiatives, institutional announcements, and special events.
- Write and distribute press releases, media advisories, press kits, and talking points.

- Coordinate press previews, media visits, interviews, and photography opportunities.
- Track and report media coverage and publicity results.
- Manage external PR consultants and agencies as needed.

Social Media & Digital Content

- Lead the Museum's social media strategy across Instagram, Facebook, TikTok, YouTube, LinkedIn and emerging platforms by building and executing on a social media content calendar.
- Create, curate, schedule, and publish engaging content that reflects the Museum's exhibitions, programs, events, collections, and mission.
- Develop short-form video content, including Reels, Stories, and behind-the-scenes features.
- Build audience engagement through community management and active interaction with followers.
- Monitor social media trends and identify opportunities to expand reach and engagement.
- Collaborate with artists, curators, educators, and community partners to generate authentic content.

Email Marketing & Website Management

- Manage all Museum email marketing initiatives, including newsletters, event invitations, membership communications, and fundraising campaigns.
- Develop audience segmentation strategies to improve engagement and conversion rates.
- Oversee the web developer and maintain and update all web content, including exhibition pages, event listings, educational programs, news, and institutional announcements.
- Work with outside web developers and consultants to improve website functionality and user experience.

Advertising & Campaign Management

- Plan and execute paid advertising campaigns across print, digital, social, and regional media.
- Manage advertising budgets and vendor relationships.
- Evaluate campaign performance and optimize spending to maximize results.
- Negotiate media partnerships and promotional opportunities.

Event Support

- Attend key Museum exhibitions, programs, donor events, and special events.
- Coordinate photography, videography, and content capture.
- Support event promotion before, during, and after programs.
- Occasional evening and weekend work required.

Qualifications

Required

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, Arts Administration, or related field.
- Minimum 5 years of professional experience in marketing, communications, public relations, or digital media.
- Demonstrated success securing earned media coverage and cultivating media relationships.
- Exceptional writing, editing, and storytelling skills.
- Experience managing social media platforms and creating engaging content.
- Experience with email marketing platforms and website content management systems.
- Strong project management and organizational skills.
- Ability to manage multiple priorities in a fast-paced environment.
- Ability to work collaboratively across departments while also operating independently.

Preferred

- Experience in museums, arts organizations, cultural institutions, nonprofits, or related mission-driven organizations.
- Experience with CRM and donor/member databases.
- Photography, videography, and basic video editing skills.
- Familiarity with Google Analytics, SEO, and digital advertising platforms.
- Knowledge of the New York arts, culture, and media landscape.

Application:

Interested candidates should submit a cover letter and CV at jobs@katonahmuseum.org. Please include “Marketing and Communications Manager” in the subject line and indicate where you saw the job posted.

The Katonah Museum of Art is an equal opportunity employer and considers all candidates for employment regardless of race, color, gender, age, national origin, creed, disability, marital status, sexual orientation, or political affiliation. Applications from BIPOC, persons with disabilities, women, LGBTQ+, and other underrepresented applicants are encouraged.

About The Katonah Museum of Art:

Established in 1954, the Katonah Museum of Art is a non-collecting institution accredited by the American Alliance of Museums. The Katonah Museum of Art champions art, artists, and ideas through exhibitions, educational initiatives, and outreach, to inspire meaningful engagement among communities and across cultures. The KMA mounts three to four

exhibitions annually, covering a broad range of art and humanities while responding to the most critical issues of our time through a bold and vigorous lens. The institution offers lectures, workshops, concerts, and other events for a general audience; and presents innovative and substantive programs for over 100 member schools. The KMA Learning Center is one of the only interactive spaces in Westchester County where children can come every day to explore and create art. Designed by eminent Modernist architect Edward Larrabee Barnes, the intimate museum building is nestled in the surrounding landscape, inviting light and natural beauty to its atrium and public spaces. It perfectly ascribes to Barnes' ideals of simplicity and functionality. The KMA serves as a welcoming and anchoring cultural institution within its local community, for all ages and backgrounds, as well as for frequent visitors from New York City, Westchester County, and the Tri-State Area.