

ORGANIZATION: Ruby City, operated by the Linda Pace Foundation
POSITION: Head of Public Engagement & Communications
REPORTS TO: Chief Operating Officer
LOCATION: 150 Camp Street, San Antonio, TX (3-4 days/week in-office)
INFORMATION: [Website](#)
TO APPLY: Please send cover letter and resume as one PDF to RubyCityHPEC@pbrsearch.com with title format "Last Name First Name – Letter Resume."

BACKGROUND

Ruby City, operated by the Linda Pace Foundation, is a contemporary art center in San Antonio, TX, dedicated to providing a space for the city's thriving creative community to experience works by both local and internationally acclaimed artists. Envisioned in 2007 by the late collector, philanthropist, and artist [Linda Pace](#), Ruby City presents works from Pace's own [collection](#) of more than 1,400 paintings, sculptures, installations and video works. The [building](#), designed by renowned architect Sir David Adjaye OBE, is part of a larger Ruby City campus, which also includes [Chris Park](#), a one-acre public green space named in memory of Pace's son, and Studio, an auxiliary exhibition space that presents curated shows and programming. Ruby City opened in October 2019 and is free and accessible to the public year-round.

POSITION

Ruby City is seeking a Head of Public Engagement & Communications who will grow, develop, diversify, and connect with audiences; ensure that its programs, events, and exhibitions remain relevant and accessible to the broadest possible range of visitors; and oversee strategic, mission-aligned communications that engage with the public in an inclusive way. They will provide leadership and management to 3 full-time staff and 11 part-time staff, and will work closely with a small number of contractors. They will bring a creative, collaborative approach to the work. This role dynamically combines a roll-up-your-sleeves sensibility with big-picture thinking.

RESPONSIBILITIES

Public Engagement

- Develop and implement a forward-looking, holistic strategy to identify and engage diverse audiences.
- Build and maintain collaborative relationships with community partners, including other arts organizations and civic leaders, with an eye towards growing and connecting with audiences.
- Offer up-to-date, expert insights on formal and informal education initiatives, developing long and short-term educational goals and strategies for audience/visitor engagement as well as means by which to measure success.
- Work closely with colleagues to ensure that educational materials are inclusive, welcoming, and mission-aligned; provide perspective on materials that reflects the needs of the public while remaining consistent with the brand and overall communications strategy.
- Supervise Manager of Visitor Services & Programs, who oversees a team of Visitor Services Associates (gallery educators/attendants + Assistant Manager of Visitor Services).
- Lead strategy and planning for private events for the institution's key stakeholders, including developing partnerships with local businesses.

Communications

- Develop and implement a comprehensive communications strategy to support Ruby City's mission, exhibitions, programs and to develop diverse and inclusive audiences.
- Oversee all aspects of communications to support the strategy, including the website, a monthly newsletter, media relations, and social media.
- Maintain a high, consistent image and branding for the entire institution, both internally and externally, including marketing materials, signage, and exhibition brochures.
- Write effective, creative, and professional copy for various publications and media, including press releases, educational materials, marketing collateral, social media and email marketing.
- Serve as key contact for media outlets, journalists, bloggers, and others covering the institution.

People and Departmental Leadership

- Collaborate closely with the Director to ensure that public engagement & communications strategies are aligned with the mission and overall strategic direction of the institution.
- Partner with their supervisor (Chief Operating Officer) on day-to-day management issues.
- Effectively communicate the goals for Public Engagement & Communications within the departments and across the institution so that all team members understand their roles in realizing them.
- Provide leadership to the Manager of Visitor Services & Programs to ensure that public programs are relevant and inclusive for target audiences.
- Provide direction and oversight to a Digital Media contractor regarding the website, social media, and all other digital efforts.
- Encourage strategic and creative thinking to develop innovative and original initiatives in a timely and fiscally responsible manner. Model and sustain high standards for integrity, professionalism, quality of work, and collegiality. Ensure that the team has clear expectations, regular feedback, and are provided with professional development opportunities.
- Be responsible for fiscal management, ensuring that public programs & communications operate within budget and maximize resources.

QUALIFICATIONS

Experience

- At least five years of experience in positions that engage with the public at a cultural institution; direct experience in a museum or gallery is preferred.
- Experience with writing, ideally about contemporary art, for the public.
- Experience with or willingness to learn about developing marketing strategies, websites, and managing social media platforms.
- Experience with or willingness to learn about audience tracking, segmentation, data analytics.
- Experience managing and motivating small teams.
- Bachelor's degree in a relevant field (e.g. museum education, art education, art history, arts administration, marketing/communications) preferred.

Personal Attributes

- Excellent written and verbal communication and presentation skills.
- Native or near-native written and oral fluency in Spanish.
- The ability to engage with diverse audiences, including visitors, community partners, civic leaders, and press.
- Passion for contemporary art, audience engagement, and educational programming.
- Highly organized and effective at managing timelines and budgets.
- Enthusiastic and approachable; self-starter; willing to brainstorm new ideas.
- Embraces the mentality that no job is too small in service of the mission of the institution.

COMPENSATION

- Anticipated salary range \$85K – \$95K
- Comprehensive benefits package

If you meet many but not all the criteria and feel you may be a good fit for the role, Linda Pace Foundation encourages you to apply.

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