



Hood Museum Board of Advisors Mutual Learning Fellow, Communications

The Communications Fellow will gain a well-rounded understanding of communications, public relations, and marketing strategies that are specific to the museum field but also applicable to other professional sectors. Under the guidance and mentorship of the Communications Department and the Program and Events Manager, the Fellow will learn about best practices and develop a skillset that will provide them the foundation needed to work in communications within the arts or find success in a non-arts related field.

Over the course of three years, the Communications Fellow will learn about and engage in:

- Creating and implementing PR and marketing plans for exhibitions, events, and programs.
- Social media content and marketing strategies.
- Advertising strategies, budgeting, and how to work with freelance copy editors and designers.
- Brand identity, strategy, development, and expansion.
- Visitor experience best practices, evaluation, problem-solving, and ideation.
- How to leverage evaluation tools and analytics to improve communication tactics.
- Managing and crafting museum content for various platforms.
- Website best practices, strategy, editing, and evaluation.
- Strategic planning and how plans are incorporated into everyday practice.
- Engaging members of the press, tracking articles, and how to maintain a contact database.
- How museum programs and events are coordinated and run behind the scenes.
- As well as other communication initiatives that the Fellow may want to learn about or explore further.