



NATIONAL GALLERY JOB DESCRIPTION

Job title: Communications & Development Manager

Job holder:

Reports to: Director

About the National Gallery of the Cayman Islands (NGCI)

The National Gallery of the Cayman Islands ("Gallery") is the country's leading visual arts organisation and education centre. Our mission is to promote the appreciation and practice of the visual arts of and in the Cayman Islands and to provide innovative, educational programming relating to fine art, cultural heritage, national identity, and Caymanian art history.

NGCI is a vibrant, busy, and fast-paced organisation that is continually evolving to fulfil its mission and meet the needs of the community through exhibitions, education programmes, and a range of events and workshops. It is an organisation with a clear mission and purpose, a place where each employee can make a difference.

1. JOB PURPOSE

The Communications & Development Manager (post holder) is responsible for NGCI-wide communications, membership and fundraising/development activities.

PRIMARY DUTIES

The Communications & Development Manager leads NGCI's institutional communications and translates public engagement into stronger relationships, membership participation and philanthropic support. The postholder protects and advances NGCI's reputation; plans and delivers integrated communications across digital, media, and print channels; manages membership acquisition, experience, and retention; and supports a focused portfolio of sponsorship, donor stewardship, grants, and fundraising campaigns.

Working closely with the Director and colleagues across NGCI, the role connects audience insight, compelling content, and relationship management. Communications therefore contributes directly to institutional sustainability, visibility, access, and partnership-building. The postholder operates within approved strategy, budgets, brand standards, fundraising controls, data-protection requirements and delegated authority.

ROLE PRIORITIES

Communications and reputation	Primary focus: institutional strategy, campaigns, content, media relations, digital channels and brand stewardship.
Membership	Own the membership proposition, communications, administration, acquisition, renewal, engagement and reporting.
Development	Manage agreed sponsorship, stewardship, grant and fundraising activity in partnership with the Director, Board and programme leads.
Insight and performance	Use audience, membership and donor data to improve decisions, demonstrate impact and report against strategic outcomes.

STRATEGIC PLAN ALIGNMENT

- **Driver 1 – Strengthen Institutional Sustainability:** Diversified income, strong reputation, responsible data and effective reporting.
- **Driver 2 – Expand Public Engagement & Visibility:** Audience growth, accessible communications, digital reach and increased participation.
- **Driver 3 – Celebrate Caymanian Heritage:** Clear, responsible interpretation and promotion of the National Collection and Caymanian art history.
- **Driver 4 – Champion Cayman Artists:** High-quality visibility, storytelling and promotional opportunities for Caymanian artists.
- **Driver 5 – Develop Organisational Capacity & Talent:** Shared planning, communications guidance, systems discipline and staff capability.
- **Driver 6 – Build Strategic Partnerships & Collaboration:** Purposeful sponsor, donor, media, community and international relationships.

SPECIFIC DUTIES AND RESPONSIBILITIES

I. Communications strategy and reputation

- Develop and implement an annual communications and marketing plan aligned with NGCI's Strategic Plan, exhibition and programme calendars, fundraising priorities and approved budget.
- Advise the Director and senior colleagues on institutional messaging, public positioning, reputation opportunities and communications risks; escalate sensitive or high-risk matters promptly.
- Maintain NGCI's brand, voice and tone across all public-facing material, ensuring communications are accurate, accessible, inclusive and appropriate to different audiences.
- Develop integrated campaigns that increase awareness, attendance, digital engagement, membership and support, with clear objectives, target audiences, schedules and measures of success.

- Lead media relations, including press releases, media briefings, interviews, regular media opportunities and the maintenance of constructive relationships with local and relevant international outlets.
- Prepare or edit speeches, presentations, reports, stakeholder briefings, and other institutional content for the Director, Board, and senior colleagues, as agreed.

II. Content, digital channels and production

- Manage the content calendar and day-to-day delivery across NGCI's website, email communications, social-media channels, blog and relevant print platforms.
- Commission, create, edit and quality-control written, photographic, video and designed content; provide clear briefs and manage external designers, photographers, videographers, printers and web suppliers within procurement and budget controls.
- Maintain an organised, rights-aware image and media library, including permissions, credits, usage restrictions and appropriate records.
- Monitor platform performance, website analytics, campaign results and audience responses; test and refine content and channel choices based on evidence.
- Coordinate advertising schedules and ensure sponsor, partner and funder acknowledgements meet contractual commitments and brand standards.
- Support timely internal communications and give colleagues practical guidance on planning, content submission, brand use and communications protocols.

III. Membership management and audience conversion

- Manage NGCI's individual, household and corporate membership programmes from prospecting and joining through welcome, engagement, renewal, upgrade and lapsed-member reactivation.
- Review and strengthen the membership proposition, benefits, pricing recommendations, member journeys and annual calendar, subject to appropriate approval.
- Plan targeted membership campaigns and communications that convert programme participants, visitors, digital audiences and partners into active members and advocates.
- Maintain accurate membership records, consent preferences, payment and renewal information, benefits fulfilment and correspondence in the approved database and financial processes.
- Coordinate member events, previews and stewardship touchpoints with programme and events colleagues, ensuring a consistent, high-quality experience.
- Track membership income, acquisition, renewal, retention, engagement and demographic reach; provide forecasts and concise performance reports.

IV. Development, fundraising and stewardship

- Work with the Director to implement the approved fundraising plan and annual income priorities, with individual accountability for an agreed portfolio and targets set through the annual workplan.
- Research and qualify prospective sponsors, donors, members, foundations and grant opportunities; maintain disciplined prospect, contact, action and relationship records.
- Develop sponsorship proposals, cases for support, grant applications and donor communications in collaboration with programme and finance colleagues, ensuring commitments are deliverable and properly approved.
- Coordinate cultivation, solicitation and stewardship activity led by the Director, Board or relevant relationship owner, including briefings, meetings, acknowledgements, benefits and follow-up.
- Prepare accurate, timely narrative reports for grants and sponsored programmes, working with Finance and programme owners on approved budgets, expenditure and impact evidence.
- Support major fundraising events and campaigns through messaging, promotion, sponsor fulfilment, auction or appeal content, targeted outreach and post-event stewardship.
- Apply donor due diligence, gift-acceptance, confidentiality, data-protection and restricted-fund requirements; escalate reputational, ethical, legal or financial concerns before commitments are made.

V. Data, evaluation and reporting

- Maintain complete, accurate and secure communications, membership and development records in NGCI's approved systems, including contact preferences and relationship history.
- Develop a practical dashboard combining reach, engagement, attendance conversion, membership and development measures; report performance, exceptions and recommended action monthly and quarterly.
- Work with colleagues to gather quantitative and qualitative evidence, participant feedback, testimonials and case studies for organisational learning, Board reporting, advocacy and fundraising.
- Provide agreed communications, membership and development inputs to budgets, forecasts, annual reports, Purchase Agreement reporting and Strategic Plan monitoring.
- Use data ethically and proportionately, complying with NGCI policies and applicable Cayman Islands requirements.

VI. Collaboration and general responsibilities

- Work collaboratively across all departments so that exhibitions, collections, learning, artist development, events and partnerships receive coordinated and proportionate communications support.

- Support the Director and relevant Board committees with concise fundraising and membership information, prospect briefings and agreed follow-up; the postholder does not act as Board secretary unless separately assigned.
- Represent NGCI professionally at events, meetings and media opportunities when authorised, and build constructive relationships with members, artists, partners, sponsors, donors and community stakeholders.
- Manage approved suppliers and relevant project budgets, monitor expenditure and secure value for money.
- Comply with NGCI policies, codes, controls and health and safety requirements, and undertake other reasonable duties consistent with the level and central purpose of the post.

All duties and requirements listed in this job description are essential job functions. This job description does not state or imply that these are the only duties to be performed by the employee occupying this position. Employees must follow any other job-related instructions and perform any other job-related duties requested by their supervisor.

2. ACCOUNTABILITY AND PERFORMANCE MEASURES

Specific annual targets will be approved through NGCI's planning and appraisal process and adjusted to reflect programme, budget and market conditions. Core measures should include:

- Delivery of the annual communications plan, priority campaigns and content calendar to agreed standards and deadlines.
- Growth in qualified audience reach, engagement, website use, media visibility and conversion to attendance or participation.
- Membership income, acquisition, renewal and retention against approved annual targets.
- Income, proposals, renewals and stewardship actions delivered for the postholder's agreed development portfolio.
- Timeliness and accuracy of sponsor, grant, membership, database and Board reporting.
- Stakeholder satisfaction, brand consistency, responsible data management and effective management of reputational risk.

3. AUTHORITY AND DECISION MAKING

The postholder plans and delivers approved communications, membership and development activity within agreed strategy, policies, budgets, contracts, brand standards and delegated authority.

Commitments involving unbudgeted expenditure, sponsorship or naming rights, material reputational

risk, donor acceptance, legal terms, restricted funds, sensitive personal data, crisis communications or matters outside policy must be referred to the Director before action is taken.

4. PERSON SPECIFICATION

Essential education and experience

- Bachelor's degree in communications, marketing, development, business, arts administration or a related field, or equivalent substantial professional experience.
- At least five years' relevant experience across communications, marketing, membership, fundraising, development or stakeholder engagement, including responsibility for planning and delivering work independently.
- Demonstrated experience of developing successful multi-channel communications and audience campaigns.
- Experience managing membership, customer, donor or stakeholder relationships and associated data.
- Experience preparing sponsorship proposals, grant applications, cases for support or funder reports.
- Experience managing budgets, suppliers, deadlines and multiple organisational priorities.

Essential knowledge, skills and behaviours

- Exceptional written and verbal communication, editing and proofreading skills, with the judgement to adapt tone and content for public, media, member, donor, government and Board audiences.
- Strategic, creative and analytical thinking, with the ability to connect communications activity to audience, membership and income outcomes.
- Strong relationship-management and influencing skills, including confidence with senior stakeholders, corporate partners, donors, artists, media and community groups.
- Practical competence with content-management systems, email marketing, social platforms, analytics, presentation and design tools, and CRM or donor-management databases.
- Excellent organisation, attention to detail, discretion and follow-through; ability to prioritise calmly and meet immovable deadlines.
- Sound judgement in relation to reputation, confidentiality, donor ethics, consent, rights, accessibility and culturally responsible communication.
- Commitment to Caymanian art and culture, public service, inclusion and NGCI's mission and values.

Desirable

- Postgraduate or professional qualification in a relevant discipline.
- Experience in a museum, cultural, charitable, public-authority or other mission-led organisation.
- Knowledge of Cayman Islands media, corporate, philanthropic and cultural networks.
- Experience with DonorPerfect or a comparable CRM, WordPress, Canva, digital advertising, photography or video production.
- Working knowledge of gift acceptance, charitable fundraising, sponsorship, data protection and donor due-diligence practice.

5. ASSIGNMENT AND PLANNING OF WORK

The role reports to the Director. The postholder will supervise the Arts Administrator and oversee third-party contractors that support the department's work (including the Social Media contractor). Further project supervision of interns, contractors, volunteers, or administrative support may be assigned within approved structures.

6. OTHER WORKING RELATIONSHIPS

The postholder works closely with all NGCI departments, the Board and relevant committees, members, artists, media, funders, sponsors, suppliers, government stakeholders and community and international partners.

7. DECISION MAKING AUTHORITY AND CONTROLS

Controls include the National Gallery Act (1999) and all Acts governing Cayman Islands SAGCs; internal policies; and accepted museum practices, standards, and codes of ethics established by the International Council of Museums (ICOM).

8. KEY FEATURES

This role requires the post holder to work confidently with all sectors of the community, including senior professionals and Board members, and to provide creative ideas and solutions to support the Director and generate funds to support daily operations. The post holder may occasionally be required to handle event materials or equipment in line with established health and safety procedures.

9. WORKING CONDITIONS

Contract length

Permanent

Working hours

Full-time position of 37.5 hours per week, scheduled as agreed. Normal office hours are 8:30 a.m. to 5:00 p.m., Monday to Friday. Regular evening and occasional weekend work is required for member events, fundraising activities, programmes and media commitments; time-off arrangements will follow NGCI TOIL policy.

Location

The role is primarily office- and Gallery-based, with local travel and occasional travel between the Cayman Islands or internationally as authorised.

1. ACCEPTANCE

I have read and understood this job description and confirm that I have been provided with a copy for my own records.

_____	_____
Name	Date

_____	_____
Natalie Urquhart	Date
Director	