

# DETROIT HISTORICAL SOCIETY



**Job Title:** Marketing Coordinator, Full time

**Department:** Marketing

**Reports to:** Marketing & Public Relations Manager

**Annual Salary Range:** \$43,000.00 - \$48,000.00, depending on qualifications

The Detroit Historical Society's mission is to tell Detroit's stories and why they matter. Founded in 1921, the Society has been bringing together diverse voices and communities around the stories of the region to find their place in the present and inspire the future for almost 100 years. Located in Detroit's cultural district, the Society administers and develops exhibitions and programming for the Detroit Historical Museum, the Dossin Great Lakes Museum, and our Collection Resource Center at Historic Ft Wayne. The team cares for nearly 300,000 artifacts in its collection and relies on a staff of over 50 individuals to help to continue to bring Detroit's vibrant stories to life.

## Position Description

The Detroit Historical Society is hiring! We are looking for a creative, collaborative, results-oriented professional to join our Marketing Team. This is a full-time position, offering a hybrid working environment with the opportunity to split your working hours between your remote home office and our offices in the Detroit Historical Museum. Apply now and help us bring Detroit's history to the world.

## Major Responsibilities

- Conceptualize and create digital media content for the Society's online and social media platforms to promote exhibitions, programs, and special events.
- Develop social media strategy, incorporating strategic marketing plans, evaluating results, and monitoring regular progress towards annual goals.
- Assist in creating and maintaining communications, editorial calendar for print, web, email, and social media
- Create and manage email campaigns, using metrics to adjust effective strategies.
- Develop and manage marketing collateral: print/digital ads, video content, direct mail, invites, programs, brochures, event signage, etc.
- Develop stories, create content and complete design for marketing & stewardship and solicitation pieces, including the Annual Fund and Giving Tuesday.
- Monitor relevant Society website pages and coordinate updates and changes as needed.
- Lead strategy and content creation for blog and email newsletter, while regularly evaluating traffic and engagement.
- Assist in drafting press releases, media advisories, and media pitches and spear-head strategic distribution to local and national media.
- Provide support for marketing and other Society events.

## General Responsibilities

- Attends informational and strategy meetings as required.
- Completes other duties and projects as assigned, directed, or as required to facilitate Society business.

## **Required Qualifications for Successful Position Performance**

- Proven results in implementing digital marketing and communication strategies.
- Familiarity with CRM (ALTRU, Raiser's Edge), CMS (Hootsuite, Sprout, Meltwater), design Platforms (Adobe, Canva) and HTML systems and platforms.
- Demonstrable marketing, social media strategy and implementation and event management experience.
- Exceptional written and verbal communication skills with a specific emphasis on proofreading.
- Strong project and time management skills.
- Detail oriented professional with exceptional organizational skills.

## **Preferred Qualifications**

- Exceptional problem-solving skills with a strong ability to make informed decisions, be proactive and anticipate potential issues while working toward positive outcomes.
- Ability to work collaboratively and gain a comprehensive understanding of the Society's mission and business channels.
- Ability to provide an excellent customer service experience for both internal and external customers.
- Exhibit a personal responsibility and accountability for media success.

## **Education and Experience**

- Bachelor's degree is preferred; comparable knowledge and experience will be considered.
- Previous nonprofit media, marketing and/or public relations experience a plus.

## **Compensation & Benefits (Full-time Employees only)**

DHS offers a comprehensive benefit plan that includes short/long term disability, medical and dental coverage (with premium sharing) and other benefits.

- Paid Time Off (PTO) policy of 20 days per fiscal year.
- Annual salary range for this position is \$43,000.00 - \$48,000.00, depending on qualifications and experience.
- Paid holidays.

## **Paid Parental Leave (Both Full-time and Part-time Employees)**

- After 12 months of qualifying service in coordination with FMLA.

Candidates must have reliable transportation, a valid driver's license and be willing to undergo a criminal background check. Please note **Salary Range** prior to sending résumé and cover letter to the Human Resources Department at [humanresource@detroithistorical.org](mailto:humanresource@detroithistorical.org) No phone calls, please.

## **EEO Statement**

The Detroit Historical Society (DHS) is an Equal Opportunity Employer seeking to reach a broad and diverse candidate pool when filling vacant positions. We strongly encourage applications from individuals of diverse backgrounds. We sincerely believe that our organization and its work benefit from the perspectives and talents of a diverse staff. We do not discriminate based upon race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability or other applicable legally protected characteristics. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential job functions.