



CALIFORNIA
HISTORICAL
SOCIETY since 1871

Marketing & Communications Manager Job Posting 8-27-21

The Position

The California Historical Society (CHS) is seeking dynamic candidates for the position of Marketing & Communications Manager. The Marketing and Communications Manager (MCM) performs a variety of duties to identify, research, attract, and communicate with CHS's current and prospective audiences. The position works under the general supervision of the Development and Marketing (DM) Department Director. The MCM works closely with the DM Director on the development of an annual marketing plan that aims to achieve organizational goals related to brand awareness, program participation, visitorship, earned and contributed revenue generation, and media coverage. The position ensures consistent messaging of CHS's brand including, but not limited to, appropriate use of the logo and design guidelines.

The MCM implements the strategies outlined in the marketing plan by planning and executing various projects including the development, design, execution, and delivery of electronic and printed promotional materials, newsletters, annual report, and various development and membership related materials. Additional duties performed by the MCM include posting blogs, maintaining the appearance and content of the website, and implementing social media optimization strategies.

The position requires an individual that can exercise good judgment in a variety of situations, with strong written and verbal communication and organizational skills. The appointee needs the ability to work independently on some projects and as a member or leader of a team on other projects. The MCM must be able to work under pressure at times to handle a wide variety of activities and to handle information of a sensitive nature with discretion.)

About Us

At the California Historical Society (CHS) we are on a mission to inspire and empower people to make the state's richly diverse past a meaningful part of their contemporary lives. We collect, share, and honor the extraordinarily diverse stories from throughout our state so that Californians may utilize history's lessons to create a brighter tomorrow for everyone.

Founded in 1871, CHS fulfills its mission today by hosting online and in-person programs; mounting changing exhibitions at our headquarters in San Francisco; delivering content via blogs, e-newsletters, online exhibitions, social media, and the CHS Digital Library; providing K-12 teachers with classroom-ready resources; operating a research library; and maintaining a premier collection of original materials documenting the history of California. A new statewide field services program is under development to directly serve local and cultural history organizations throughout the state including those in traditionally underrepresented communities.

Learn more at www.californiahistoricalsociety.org.

Responsibilities:

Planning and Research

- Work closely with Development and Marketing Director to develop and execute an annual marketing plan and calendar. Coordinate planning with other departments particularly with the Exhibitions and Engagement Department.
- Plan and implement marketing/communications campaigns as indicated in marketing plan.
- Serve on internal Engagement Team.
- Identify CHS audiences and prospective audiences and research ways to reach them.
- Develop and identify ways to measure degree of success of communications and marketing efforts and measure improvement on a regular basis. Produce reports.

Promotion

- Identify and implement various techniques to promote CHS's programs, exhibitions, services, and store to generate users, revenue, donors, and media coverage.
- Write content for, oversee organization and design of, and work to consistently improve website. Ensure that home page content is fresh.
- Produce content for, manage, and edit CHS social media accounts including Facebook, Instagram, and Twitter. Increase use and effectiveness of CHS's YouTube channel.
- Distribute and generate traffic to biweekly blog provided by Exhibitions and Engagement Department.
- Collaborate on promotion with other organizations. Meet with P.R. roundtable monthly.
- Manage Google AdWords grant.

Communications

- Ensure consistent messaging of CHS brand including use of the logo and design guidelines.
- Develop content or oversee content development for communications materials including writing copy, selecting images, and clearing rights to images. Work with other CHS staff members to accomplish projects.
- Manage the production of communications materials by setting up project schedules; obtaining vendor bids; issuing work orders; coordinating with graphic and web designers, printers, and mailing services. Ensure timely, high-quality execution and delivery.
- Proofread materials generated by others for typing, spelling, and grammatical errors.
- Update constituent records on Tessitura CRM system and extract subsets for targeted mailings and promotional outreach.

Media Relations

- Respond to media enquiries. Serve as first point of contact with media. Use discretion to determine who to involve in media efforts such as development directors and/or CEO.

- Maintain relationship with journalists and influencers to encourage story placement with applicable outlets. Liaise with them to generate exposure for CHS.
- Develop and deliver media releases to appropriate media outlets.
- Maintain and update “Press Room” page on website on a regular basis.
- Maintain subscription to appropriate news sources. Scan news daily and inform appropriate staff members of important events, issues, and milestones.

Other Duties

- Stay up to date on industry; make recommendations on adjustments to strategies.
- Learn about CHS’s mission, vision, values, services, collections, and programs.
- Create internal communications protocols and initiatives to keep staff informed of efforts
- Work closely and assist other Development and Marketing Department staff as an important member of this team. Collaborate with all staff on CHS-wide projects.
- Administer special projects and perform other duties as assigned.

Skills, Experience, and Education

- Minimum of four years of relevant professional experience in marketing or communications required
- Bachelor's degree in marketing or a related field highly desirable
- Coursework in history, museum studies, anthropology, archaeology, ethnic studies, art history, or a related field desirable
- Knowledge of marketing and communications field, branding principles, and trends
- Proven ability to develop effective marketing plans and campaigns
- Skilled at executing marketing and communications strategies and tactics that can be used effectively by an educational and cultural nonprofit organization and at measuring the effectiveness of these strategies and tactics
- Skilled in managing and optimizing social media to drive increase users and revenue
- Excellent written, editing, and verbal skills including proficiency in English
- Excellent interpersonal communications including listening skills; ability to work within a collaborative team environment and with a wide variety of people in a cordial and professional manner including board members, donors, staff, customers, and the public; ability to maintain a positive attitude despite small and large challenges
- Ability to work successfully in an environment that values inclusion and diversity in its many forms
- Ability to collect, synthesize, and present information in an accurate, timely, and comprehensive manner.
- Ability to quickly deliver high quality work under time pressure in a dynamic organization that requires flexibility
- Creative and ability to resolve challenges
- Self-starter; ability to work independently
- Highly organized; can prioritize and juggle multiple priorities; strong attention to detail
- Basic design skills to produce simple materials in-house using basic design software

- Expert ability to use Microsoft Office including Word, Excel, Outlook, and PowerPoint including mail merge functions. Skilled at utilizing CRM and email marketing software
- Good judgement and ability to handle information of a sensitive nature with discretion and to keep information confidential; ability to work with matters of high impact and serious consequences to the organization
- Interest in and curiosity regarding the extraordinarily diverse history of California

Things you should know:

The California Historical Society is committed to the principles of Equal Opportunity Employment and encourages applicants of different backgrounds, cultures, genders, experiences, and abilities to apply. As stewards of California history, we recognize the need for and value of diverse perspectives in both historical interpretation as well as day-to-day collaborative teamwork. Applicants should be passionate about the roles that cultural and historical organizations play in contemporary lives across the state and be willing to roll up their sleeves to put those ideals into action with grace, humility, humor and perseverance.

This is a full-time exempt position, including paid employee health, vision, dental, life, and AD&D, a generous holiday and time off policy, and a team full of interesting and warm people to work with on a daily basis. Position is based in San Francisco, and involves some overnight travel, evenings and weekend work.

Salary: \$60k-66k, depending on experience

Interested candidates should submit a cover letter and resume or C.V. to recruiting@calhist.org. Please include your name and the position for which you are applying in the subject line. Resume review will begin immediately and continue until the position is filled.