

Position Posting – available immediately
DeKalb History Center
Marketing & Volunteer Coordinator

SUMMARY OF FUNCTIONS: This position is responsible for all of the general marketing for the DeKalb History Center and for coordinating DHC volunteers in various departments.

Job Summary

The Marketing & Volunteer Coordinator is responsible for marketing DHC programs, products, event rentals, memberships, and services, and works with other staff members so that all marketing is organized, intentional, effective, and sustainable. This is a new position and duties may be changed according to organizational needs. This staff person will work with our contract graphic artist to create new marketing materials and enhance existing communications pieces, in addition to producing marketing pieces in-house. He or she will be in charge of most social media and updates to the website in coordination with other staff, who will provide some content.

The Volunteer Coordinator portion of this position is also new and requires collaboration with other staff members. He or she will coordinate and track existing volunteers as needed, and recruit new volunteers for the Museum and programs. She or he will develop, promote and maintain a wide range of volunteer opportunities within the organization and be responsible for staffing the Museum on Saturdays from 10:00 am to 2:00 pm with volunteer help.

Duties and Responsibilities

Marketing

- Increase awareness of DHC’s services, programs, resources, and membership
- Maintain a consistent brand and message for the DHC across all marketing platforms
- Design or commission promotional materials for programs, membership, rentals, and archives (membership brochures, newsletter, invitations, etc.)
- Collect, refine, edit and distribute PR materials from other staff members to various media outlets including DHC’s broadcast emails
- Manage and grow existing or new DHC social media accounts; ensure that the mix of posts and news represents DHC’s mission and members
- Coordinate the design and implementation of a new website with input from all staff. Maintain and update existing and future website with consistency, branding, and messaging in mind
- Develop new marketing opportunities and improve existing strategies
- Monitor various review sites such as TripAdvisor, The Knot and Yelp

Volunteer

- Develop and maintain volunteer descriptions, policies, procedures and standards of volunteer service including background checks when needed
- Conduct and/or arrange for volunteer orientation and training
- Ensure volunteers are in place to support the various areas of operations, to include the museum, special events, fundraising, exhibits, and education
- Schedule most of the volunteers who help the DHC
- Maintain accurate records, statistics, and reports on volunteer participation
- Organize and participate in volunteer recognition programs and special events
- Survey staff regularly to assess needs for volunteer assistance

General

Perform other duties as assigned by Executive Director. All members of the staff are required to support DHC programs that are held after normal working hours and to assist with projects that may lie outside their primary areas of responsibility.

Requirements

Experience and Educational Requirements

BA in Marketing, Advertising, Communications, History, Historic Preservation, Public History or related fields, and at least two years of significant experience marketing for a nonprofit, history organization, or museum. Ideally, the candidate also has professional skills or abilities related to: archives, historic preservation, historical interpretation & education, museum exhibits, fundraising, or cultural tourism. Prior employment at a small non-profit and a passion for history are pluses.

Skills

Must have strong written communications skills, as you will edit *and* produce content for the organization. The coordinator must also have excellent oral communications skills, an aptitude for tracking, calculating, and analyzing marketing numbers; strong customer service skills; and the ability to manage multiple projects at the same time with attention to detail. Knowledge of social networks, mobile devices, and online communication required. Intermediate knowledge of Microsoft Word, Excel, web design, and contact management systems preferred. Valid Georgia Driver's license.

Physical Functions

Primary work in an office environment but occasionally outside (city festivals, children's programming, etc.). Must be able to lift a minimum of 40 pounds. Sitting, standing and walking for periods of time.

Organizational Relationships

Reports to the Executive Director; works with all staff members as assigned; committees and volunteers as needed. Creates schedules and time tracking for most volunteers.

Time Requirements

This is a fulltime exempt position which requires working on Saturday. The Marketing and Volunteer Coordinator reports 8:30 – 5:00 Tuesday through Saturday with a flexible schedule to allow some weekend and after-hours work for programs, events and festivals.

TO APPLY

Submit cover letter, resume, two samples of graphic design, and two writing samples to forgey@dekalbhistory.org. Review of applications will begin immediately and continue until the position is filled. Interviews for selected candidates may begin as early as March 15. Anticipated start date is March/April 2018.

No walk-ins or phone calls.

About the DHC

The DeKalb History Center is a membership based nonprofit dedicated to collecting, preserving and sharing the rich history of DeKalb County, Georgia. We are located in the Historic DeKalb Courthouse in downtown Decatur. We offer excellent benefits to our employees.