



Job title: Marketing & Communications Associate
Reports to: Public Engagement Manager
Level: Associate
Supervises: N/A
Status: Full-time, Exempt
SALARY: \$35,000-40,000, plus benefits

Connecticut Landmarks owns and operates twelve historic house museums, spanning four centuries of Connecticut history. The Marketing & Communications Associate supports the digital and print marketing work of these sites, under the supervision of the Public Engagement Manager. This position requires knowledge of social media, website management, print media, press relations, and event production. This role will manage the organizational website, ensure “search engine optimization,” support social media strategy and implementation, create unique print materials, edit documents, ensure program database is up-to-date, and support tourism opportunities. They will work closely with the Site Administrators and Hartford-based staff.

Responsibilities:

Marketing & Administration

- Support Public Engagement Manager and Site Administrators in identifying marketing and outreach goals and setting an annual strategy.
- Take and collect video and photography to support marketing projects and platforms.
- Provide insights on the effectiveness of campaigns and marketing activities via metrics and reports.
- Write, edit, and produce other CTL publications (newsletter, brochures, fliers) and communications
- Work with Site Administrators to identify tourism outreach opportunities to grow connections with other resources (i.e. hotels, sites, restaurants).
- Maintain archived set of photography, publications, press clippings, etc.
- Provide general office support with mailings, reservation taking, literature distribution.
- Perform other related duties as assigned.

Digital Media

- Execute marketing campaigns for social media and websites to grow revenue and visitation at historic sites.
- Create, write, and edit content for primary Connecticut Landmarks social media accounts and sub-accounts, where needed, including writing, and editing posts; taking and editing photographs; and curating material from site administrators or partners.
- Support use of social media and public relations guidelines and strategy throughout organization.
- Create a shared social media calendar and provide feedback to sites regarding content, editing, or posting.
- Oversee regular website maintenance and ongoing content or development upgrades.
- Update website with events, promotions, content, contact information, etc.
- Implement “search engine optimization” (SEO) for website and search sites.
- Send monthly and on-demand email blasts for CTL programs and activities.

Program/Event Support

- Assist in the creation of CTL’s Program Guide by providing planning support for sites, including event scheduling, drafting descriptions, and identifying marketing assets needed.
- Support registration for public programs and events by maintaining program listings in Blackbaud Altru database and on website, assisting registrants, sending reminder emails, and working with Site Administrators to gather supporting assets.

- Support programs (including flexibility for some evenings and weekends) as photographer point of contact and by staffing marketing information tables

Press Relations

- Update online calendars with event information.
- Update the entries on facility rental based websites (i.e., WeddingWire) to ensure marketing of rentals.
- Coordinate with print and broadcast media (i.e., CT Explored magazine, newspapers, magazines, television, etc.) to ensure placement of positive articles about CTL, including outreach, keeping contacts, copyediting ads, and specifying placements.
- Manage incoming requests for communication or press and relay information to appropriate staff.

Position Requirements:

- Bachelor's degree with a preferred marketing experience (ideal degrees in communications, marketing, public relations, or journalism). Experience with nonprofits is desirable.
- MUST possess accurate editing, proof reading, data entry and report generation skills.
- Strong computer skills: Microsoft Office (including mail merges); desktop publishing and graphic software; WordPress; CRM databases (i.e., Blackbaud Altru/Raisers Edge, Tessitura, NEON, etc.)
- Experience with management of social media, web design, and digital advertising
- Graphic design background or developed eye for design, skill applying visual and brand aesthetic. Experience in photography and videography.
- Excellent organizational and communication skills, and a high level of professionalism
- Excellent writing and customer service skills
- Interest in history, art, architecture, design, and/or community engagement preferred
- Ability to travel between sites as required

Physical Requirements:

The work environment characteristics described here are representative of those a Marketing & Communications Associate encounters while performing the essential functions of the role:

The employee is frequently required to receive oral and written instructions and information and to clearly communicate in person, over the telephone, through email and through other electronic means. The employee is required to move about their work area, travel between sites, ascend and descend stairs; and stand and/or sit for extended periods of time. The employee is occasionally required to lift, drag and/or move up to 25 pounds unassisted. The employee is required to identify, observe, and assess visually or otherwise.

Reasonable accommodations may be made to enable qualified individuals with a disability to perform the essential functions to the extent that Connecticut Landmarks may do so without undue hardship. The term "Qualified individual with a disability" means an individual who with or without reasonable accommodation can perform the essential functions of the position.

DISCLAIMER

The preceding job description has been designed to indicate the general nature and essential functions and responsibilities of work performed by the employee in this job position. It may not contain a comprehensive list of all duties, responsibilities, and qualifications required for this role. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

This position is at-will, which means that it can be terminated by the employee holding the position, or by Connecticut Landmarks, at any time, with or without notice or cause.

Signature:

Date: