



Marketing Associate Job Posting 3/14/18

The Position

Under the general supervision of the Director of Development and Marketing, the Marketing Associate will develop, coordinate, and implement marketing and communication campaigns in support of the California Historical Society's mission and programs, including exhibitions, events, collections, education, retail, and other efforts. The Marketing Associate works across departments to identify marketing and communication needs and opportunities, and is a key Development & Marketing team member in achieving organizational goals related to revenue, media coverage, event attendance, and visitorship.

Responsibilities:

1. Working within broadly defined concepts and themes, designs and creates marketing and collateral materials, including drafting copy, selecting images, determining clearing rights, and other tasks associated with content creation.
2. Manages the production of marketing materials by setting up project schedules, issuing work orders, obtaining vendor bids, coordinating with printers and mailing services to assure timely, high-quality delivery.
3. Works with internal and external designers and agencies to produce digital and print ads and radio spots, direct mail, e-mail promotions, social media graphics, and other ephemera.
4. Manages and edits the organization's newsletter and social media accounts (including Facebook, Instagram, and Twitter).
5. Updates constituent records on Tessitura database, and extracts subsets for targeted mailings and promotional outreach.
6. Produces analyses and reports as needed to help establish marketing goals, identify strategies, track effectiveness, and manage programs.
7. Maintains department's supply inventory, including brochures, collateral, stationary, envelopes, etc., and places orders to replenish as required.
8. Accurately proofreads materials generated by others for typing, spelling, and grammatical errors.
9. Administers special projects and perform other duties as assigned.

Experience and Education:

Required:

- Bachelor's degree, with coursework in history, museum studies, anthropology, archaeology, ethnic studies, art history, or a related field desirable.
- Minimum of four years of relevant professional experience in marketing or communications.

(Note: additional relevant experience may substitute for a portion of the academic requirement; and additional academic fulfillment may substitute for a portion of the professional experience requirement.)

- Excellent written and verbal communication skills including proficiency in English, and electronic communication (e.g. email, social media).
- Experience with Tessitura or another Constituent Relationship Management (CRM) system, such as Salesforce or Altru.
- Expert user of Microsoft Windows, Word, Excel, Powerpoint, Outlook, and other such programs used in an office environment; (for instance, able to conduct mail merges, create bulk edits in Excel, send emails via calendar and assign tasks in Outlook, create or edit Powerpoints)
- Editing and proofreading skills.
- Strong interpersonal skills necessary to develop and maintain positive relationships with colleagues, members, funders, and the general public.
- Ability to take initiative, handle multiple priorities, meet deadlines and work calmly and capably in a team environment of fluid boundaries and mutual support.
- Proven ability to coordinate bulk mailing in an accurate and timely manner.
- Ability to perform accurate, high-quality, and detailed work.
- Proven ability to work successfully in a multi-cultural, collaborative team environment.
- Demonstrated ability to work independently and exercise discretion and sound judgment.
- Demonstrated ability to focus on details and follow through in order to produce accurate work on time within a rapid-fire work environment.
- Demonstrated ability to handle sensitive and/or confidential information appropriately.
- Curiosity and an interest in California history essential.

Desired:

- Experience performing marketing or communications tasks in a museum, gallery, library, or other cultural organization.
- Proficiency in one or more non-English language(s) appropriate to the population of California.
- Familiarity with Adobe CS6, HTML, and Wordpress.

Helpful attributes include:

- An appreciation of the roles of cultural and historical institutions in contemporary society.
- An awareness of limits of own knowledge and technical skills, and a willingness to seek assistance as needed.
- Appreciation of the value of mistakes and the ability to learn from them.
- The ability to use humor to maintain balance in a frenetic work environment.

About Us

The California Historical Society (CHS) is a non-profit organization with a mission to inspire and empower people to make the state's richly diverse past a meaningful part of their contemporary lives. Founded in 1871, CHS maintains a premier collection of original materials documenting the history of California from the Spanish conquest to the present day. The CHS Collection represents the environmental, economic, social,

political, and cultural heritage of the entire state, including materials from outside California that contribute to a greater understanding of the state and its people. Beginning with its founding, and especially since establishing its Yerba Buena District headquarters on Mission Street in 1997, CHS has served residents of the Bay Area, the state, and beyond with its research library, exhibitions, publications, and public educational programs that draw on its important and wide-ranging collections of California history.

Things you should know:

This is a full-time exempt position with benefits including fully 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. Position is based in San Francisco, and may involve occasional overnight travel, evening and weekend work.

The California Historical Society is an Equal Opportunity Employer, committed to diversity among its staff. We fully comply with all applicable regulations pertaining to non-discrimination, including the San Francisco Administrative Code Chapters 12B, 12C, and 12T.

Interested candidates should forward a resume and cover letter to recruiting@calhist.org. Thank you for your interest and time!