

## POSITION DESCRIPTION

### Galena – Jo Daviess County Historical Society

**Position Title:** Marketing Professional  
**Location:** Galena & U.S. Grant History Museum, 513 Bouthillier St., Galena, IL  
**Reports To:** Executive Director  
**Status:** Part-time; 20-25 hours per week  
\$15-\$18 per hour based on experience  
Day shift, Monday to Friday with flexible time scheduling. Some weekends may be required.

**SUMMARY:** The Marketing Professional position is responsible for the marketing and public relations of the Historical Society and its Foundation, thereby advancing the mission and goals of the Society.

**APPOINTMENT AND SUPERVISION:** This position is appointed by and works under the general supervision of the Executive Director.

**DUTIES AND RESPONSIBILITIES** include the following:

- Responsible for the creation and execution of overall marketing and public relation strategies for the Society.
- Creates, updates, and disseminates information to the Society's various platforms, including but not limited to email marketing, website, social media, print newsletter, YouTube, and direct mail.
- Coordinate marketing and communication efforts to all media to ensure favorable relationships and understanding of the Society and their events and programs.
- Establish and nurture local, regional, and national partners whose missions, goals and values intersect with the Society's.
- Promote the Society's collections, programs, activities, exhibitions, facilities, and other initiatives to local, regional and national media.
- Serves as museum spokesperson, as assigned by the Executive Director, for TV appearances, radio interviews, etc.
- Writes concise, grammatically correct creative copy for marketing materials and communications including press releases, e-blasts, social media, publications, and website.
- Develop and execute a schedule of written communications through newsletters, the website, email bulletins, and social media that supports and reinforces the mission and programming of the Society.
- Assure the Society brand is thoroughly and professionally developed, maintained, and consistently presented across all platforms.
- Takes photos at programs, events and exhibitions and posts frequently to the Society's social media pages; saves in photo archive.
- Promptly responds to online guest reviews and inquiries
- Conducts periodic guest surveys, both in person and online and communicated to Executive Director on actionable guest feedback
- Works with Executive Director on yearly marketing budget and submits invoices to Executive Director for payment. Must be able to work within designated budget and timeline.
- Works with outside vendors including advertising representatives, PR consultants, etc.

- Assists with media buys and negotiations for media sponsorships for events and programs Assists with the production and approval of collateral, including rack cards, signage, advertisements, and copy for radio and television spots
- Attends/represents the Society at offsite partnership and marketing opportunities
- Works with tourism and hospitality partners to promote the museum as a cultural destination
- Provide administrative support for the Society as needed.
- Contribute to marketing and development strategies and long-range plans for organizational goals and perform essential financial duties such as budget development and monitoring.
- Assist with coordination and staffing for major Society events; secure sponsorships and financial support.

Perform other assignments within the scope of the overall mission of the Galena – Jo Daviess County Historical Society, as directed by the Executive Director.

**QUALIFICATIONS:** The Marketing Professional will have prepared for this position through a combination of education and experience. An associate’s degree is required in communications, marketing, liberal arts or a closely related field of study. In addition to at least two years’ experience in marketing and communications (knowledge of non-profit branding initiatives preferred). Strong interpersonal and written communication skills required, including the ability to interface effectively with boards, committees, staff, guests, visitors, volunteers, donors, grantors, and the general public. Should have an ability to work flexibly and collaboratively. Must be able to perform effectively in a fast-paced environment with a high level of creativity and self-direction.

**NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:** A Marketing Professional will possess the skills necessary to work independently, interpret documents and instructions, meet deadlines, use computers and technology software, and build strong relationships.

The Marketing Professional will be committed to advancing the goals of the Society and acting in the best interest of the Society. This includes adapting one’s schedule as events suggest, using one’s vehicle as necessary to travel to meetings and events, and presenting a professional persona.

Desired Skills:

1. Graphic design experience
2. Experience in Adobe Suites and Microsoft Office Suites
3. Website and social media content management experience
4. Strong organizational and office skills
5. Desire to work in a team setting
6. Attention to detail
7. Strong writing, layout and editing skills
8. Ability to take direction from others
9. Experience with print and email campaigns

**PHYSICAL DEMANDS:** While performing the duties and responsibilities of this position, the employee is frequently required to stand, walk, talk, listen, see and hear. The employee must occasionally lift and/or move heavy items.

**WORK ENVIRONMENT:** While performing the duties of this job, the employee usually works indoors, in a climate controlled environment. The administrative facility requires the ability to negotiate stairs. Travel may be extensive and could include both local and regional work.