



JOB DESCRIPTION

Title: External Communications Coordinator	Grade: 06
Office: Development	OT Status: Non-Exempt
Supervisor: Assoc. Director for Development	Budget Status: Core

JOB SUMMARY

With guidance from senior staff, the External Communications Coordinator is responsible for executing all marketing and press initiatives for President Lincoln's Cottage advancement. The External Communications Coordinator reports directly to the Associate Director for Development (ADfD). This position is responsible for helping to ensure the President Lincoln's Cottage brand is presented consistently and effectively. Work may be outside of normal business hours, require seasonal shifts in schedule, and may include work on occasional weekend days and holidays.

DUTIES

- Coordinate all public relations, marketing, and communications activities including maintaining the Constant Contact database, placing advertising, promoting events and programs, and maintaining active membership in local marketing organizations on behalf of the organization.
- With guidance from senior staff, serve as point-of-contact for press including writing releases, coordinating press events, pitching stories, and responding to press inquiries, requests for interviews, and filming.
- Coordinate efforts to cultivate and manage relationships with key media partners.
- Maintain and update engagement platforms including the website/blog and official social media accounts.
- With review by senior staff, design and distribute all mass email communications including the E-newsletter and promotions.
- Coordinate design work, as needed and time permits, to ensure a consistent brand.
- Develop strategies for President Lincoln's Cottage to effectively engage with a larger, broader and more culturally diverse audience.
- Support development events by participating in event planning, carrying out marketing/communications plans, and providing day-of event support.

- Support colleagues by providing back-up assistance, as determined by the ADfD.
- Other duties as assigned.

QUALIFICATIONS

- At least 3 years of professional level experience, with a background in nonprofit communications or public relations preferred. Experience and/or interest in a museum, preservation, arts & cultural or other non-profit setting a plus.
- Experience coordinating related projects, such as communications plans.
- Basic analytical and problem solving skills, including issue identification and prioritization.
- Basic project-coordination skills.
- Ability to achieve results with general supervision.
- Excellent attention to detail.
- Experience successfully interacting with key stakeholders.
- Ability to collaborate to achieve results.
- Ability to prioritize, multi-task efficiently and respond to a high volume of ongoing requests in a timely fashion. Strong organizational skills required.
- Ability to continually develop skills related to use of rapidly changing technology and communications best practices.
- Strong verbal and written communication skills.
- Entrepreneurial spirit and skill set essential.
- Ability to adapt and be flexible in a dynamic work environment
- Demonstrated success in helping to market to and engage culturally diverse audiences and partners.
- Intermediate knowledge of Microsoft Word and Excel required. Familiarity with other software, such as Adobe Creative Suite, a plus.
- Bachelor's degree (or equivalent years of experience) required, preferably in a related field.

Please send cover letter, résumé, and contact information for three professional references to tgipson@hri-online.com with subject line "ECC Position-President Lincoln's Cottage."