

Hancock Historical Museum

Marketing & Community Relations Coordinator Job Description

The Hancock Historical Museum is seeking a creative and community-minded professional to join our team as Marketing & Community Relations Coordinator. In this role, you will help connect the museum with the community and expand our reach through innovative marketing, event coordination and collaboration to promote and strengthen our efforts to preserve Hancock County's rich history for future generations. As a key member of our team, you will help ensure the museum remains an engaging, relevant and accessible resource for our community and beyond.

The Marketing & Community Relations Coordinator will enhance the museum's visibility, engage the community, support donor relations, and drive successful events and initiatives through effective communication and collaboration.

Job Type:

This full-time position reports directly to the Executive Director and occasionally requires evening and weekend availability for events outside of normal business hours.

Job Responsibilities:

Communications

- Oversee creative development process, design and implementation of the museum's marketing and communication strategies in collaboration with the Executive Director and Board of Trustees to increase visibility and community engagement.
- Ensure consistent use of brand assets and messaging that aligns with the museum's mission and goals throughout all communications.
- Proactively promote the museum's events and resources, including family programs, fundraisers, educational opportunities, exhibits and facility rentals, through print, web-based and other marketing tactics.
- Develop and manage engaging digital content for social media platforms, website updates (Wix), and email marketing campaigns to enhance the museum's visibility.
- Coordinate local and regional media coverage featuring museum programs, exhibits and initiatives.
- Create and distribute a quarterly newsletter highlighting museum achievements, upcoming programs and opportunities to get involved.

Event Coordination

- Work with the Executive Director to coordinate and execute new and recurring fundraising events and festivals such as Oktoberfest Findlay!, Historic Barn Tour and Historic Homes Tour.
- Manage facility rental inquiries and coordinate logistics for private events in museum spaces, showcasing the history of our community.

- Assist with planning and execution of on-site and off-site Museum activities including fundraisers, educational programs, family-focused events, recurring events and donor relations activities.

Community Relations

- Foster relationships with key stakeholders including supporters, community organizations, media partners, businesses and cultural groups to amplify the museum's impact and expand its outreach.
- Identify potential community sponsors or donors and assist in building meaningful relationships to secure funding or in-kind support.
- Strategize and develop fundraising campaign materials with the Executive Director and Board of Trustees to engage the public in supporting our mission.
- Assist in maintaining the member/donor/volunteer database.

Additional Responsibilities

- Assist the Curator and Archivist with designing and updating exhibits and museum signage as needed.
- Keep accurate records of revenues and expenses within the area of responsibility.
- Assist with museum operations by occasionally operating the front desk and welcoming visitors.
- Perform additional duties as required by the Executive Director and/or Board of Trustees.

Educational Qualifications:

Undergraduate degree from an accredited college or university in marketing, event management, graphic design, or a relevant area of study is strongly preferred.

Skills, Qualities and Experience Desired:

- 1 – 3 years of experience in marketing, graphic design, or event planning
- Flexible schedule
- Strong interpersonal and relationship-building skills with a demonstrated ability to engage diverse audiences and community partners
- Experience in graphic design and relevant software applications such as Canva, Illustrator, PhotoShop, InDesign, Publisher, or others
- Proficiency in Microsoft Office applications (Word, Excel, & PowerPoint)
- Experience and proficiency using technology and social media required
- Experience in website development and maintenance (Wix), search engine optimization, Google Analytics preferred
- Experience working in a nonprofit or cultural institution is preferred
- Interest in history is highly valued.
- Excellent communication (written and verbal) skills
- Ability to conduct manual labor for setup and tear down of events
- Ability to multitask, prioritize and manage own time and schedule
- Ability to work well independently and as a part of a team

- Ability to provide excellent, prompt and pleasant customer service
- Detail oriented

Alternative combination of education, skills, and experience will be considered.

If you are a creative professional with a passion for community engagement and local heritage, we encourage you to apply and help us continue preserving Hancock County's legacy for future generations.

Interested candidates should submit a resume and cover letter to Sarah Foltz, Executive Director at sfoltz@hancockhistoricalmuseum.org. Applications will be accepted until Wednesday, Jan. 15 2025. Candidates will be asked to provide references and work samples during the interview process.

The Hancock Historical Museum is a 501(c)3 nonprofit organization in Findlay tasked with preserving the rich heritage of Hancock County to honor the past and inspire the future. The museum seeks to fulfill its mission by preserving historic artifacts within our collections, exhibiting these tangible connections to our past, and instilling an appreciation for local history through educational programming. Since it was founded by five civic-minded businessmen in 1970, the Hancock Historical Museum has grown to become an important community asset and one of the most comprehensive organizations of its kind in the region.