

The Historic Preservation Foundation of North Carolina, Inc. dba Preservation North Carolina

Founded in 1939, Preservation North Carolina is a private nonprofit statewide historic preservation organization with a mission to protect and promote buildings, landscapes and sites important to the diverse people of North Carolina. Our recent work includes the preservation of mid-century modern architecture, the cultivation of our We Built This exhibit to promote the contributions of Black architects and builders, and celebrations of fascinating communities across our state.

Job Description: Marketing Coordinator

The Marketing Coordinator is responsible for executing organizational marketing plans to promote the organization, its mission, events, programs and its historic properties. Work includes promoting the organization's Endangered Properties Program (EPP), publications, traveling exhibits, educational programs, magazine production, and the general promotion of the organization through its website, e-blasts, social media platforms, and other media.

The Marketing Coordinator reports to the Director of Development and works closely with the fundraising and events staff on promoting the organization's activities and helping to develop new programs and initiatives. The position also works with EPP staff on property advertising and marketing materials.

Essential Functions:

1. Provide general publicity, property, and communications support (50%)

- Work with staff to develop overall marketing plans.
- Develop and disseminate appropriate media communications about the organization's activities, events, and accomplishments through press releases and other channels of communication including print, television, digital, and radio.
- Design all promotional/marketing materials and brochures for programs, projects, and properties, and assist staff members in developing written materials for distribution to ensure a consistent and accurate message.
- Manage the organization's social media accounts and weekly email blasts.
- Create graphics for events, announcements, property ads, etc.
- Recommend and make website improvements and design changes with a contracted web developer.
- Manage the online Preservation NC Directory by entering new professionals, experiences, and partners. Keep track of their benefits and manage the content calendar for the e-blast and social media ads.
- Manage the organization's website content and appearance.
- Manage property ads listed on Preservation North Carolina's website and other external sites.
- Manage paid social media ads for properties on our website.
- Send unsubscribed email address notices from *Constant Contact* to Office Assistant.
- Attend fundraising meetings, and assist in event planning and research as requested.
- Seek and nurture ongoing regional/national news media stories on Preservation North Carolina and its activities.
- Coordinate Capital City Camera Club (CCCC) visits with property owners and photographers.
- Save digital photos received from CCCC and staff in PICS drive.

2. Plan and coordinate the production of Preservation North Carolina magazine (35%)

- Schedule the production of the quarterly magazine with relevant staff, the designer, printer, and mailing service.
- Plan the magazine's content and layout; write, solicit, and edit articles; edit drafts of the magazine; submit draft materials to relevant staff for proofing; work with the graphics designer; coordinate review of designed material by relevant staff for proofing, and deliver to printer, working at each stage in consultation with relevant staff including President and CEO, fundraising, marketing and properties staff.
- Manage the magazine page on the website to update it with new issues.

3. Promote and increase the marketing and distribution of educational materials and programs (15%)

- Market the organization's educational materials, books, videos, and gift items.
- Market the organization's exhibits to venues statewide.
- Monitor the sales of merchandise for budgeting and planning purposes with Office Assistant.
- Market the organization's educational opportunities, activities, and programs.

Additional Duties and Responsibilities:

- Assist with other organizational needs, such as workshops, special events, and annual meeting, as needed.
- Perform other tasks as instructed.

Work Location and Schedule: This is a full-time salaried position at the Preservation North Carolina Headquarters Office in Raleigh. The position is a hybrid of remote and onsite work, with presence at the Headquarters Office occasionally required. Due to the nature of marketing work, some evening and weekend work will be required.

Reports to: Director of Development

Supervises: Any interns and volunteers assigned to marketing activities.

Qualifications: High School Diploma or GED; at least 3 years' experience in marketing, website management, graphic design and digital marketing, or an equivalent combination of education and experience; passion for digital marketing; enthusiasm for the cause of historic preservation and non-profit work; must be a self-starter with meticulous attention to detail; ability to network and develop relationships with constituent groups and leaders in the field; strong oral and written communications and design skills; strong organizational skills and ability to manage multiple projects with multiple deadlines at the same time; ability to work with a variety of people from different backgrounds; willingness and ability to travel within the state; willingness and ability to work occasionally on weekends and/or evenings as needed; experience with website administration and social media management; proficient in computer systems, graphics design, photo editing, data and word processing software including Office365, Microsoft Outlook, Word, Excel, Publisher, PowerPoint and Adobe InDesign, Illustrator and Photoshop.

Preservation North Carolina is an Equal Opportunity Employer seeking representation, promoting fairness, and prohibiting discrimination in the workplace.