

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

*Preservation North Carolina is a private nonprofit statewide historic preservation organization with a mission of **Saving Places That Matter to the Diverse People of North Carolina Since 1939**. 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 Manager

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

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

Essential Functions:

1. Manage, design and execute organizational marketing (70%)

- Work with staff and Organizational Visibility board committee to develop overall marketing plans.
- Design and generate graphics for all promotional and marketing materials for the organization. Assist staff in developing written material for distribution to ensure consistent and accurate messaging.
- Manage the organization's social media accounts, including paid social media ads for properties, and produce weekly email blasts. Review metrics weekly to assess performance and engagement.
- Manage the organization's website content and appearance:
 - EPP and property ads;
 - Event listings;
 - Preservation NC Directory listing of professionals, experiences, and partners, managing content calendar for e-blast and social media ads;
 - Overall website updates and changes; and
 - Backend improvements and design modifications, in coordination with contracted web developer and board committee, as applicable.
- Develop and disseminate media communications locally, statewide, and nationally about Preservation North Carolina, its activities, and accomplishments through press releases and other channels of communication including print, television, digital, and radio.
- Promote organization's properties, programs, events, and traveling exhibit to venues statewide.

- Promote and create organizational merchandise (books, videos, etc.); manage online store; and monitor sales for budgeting and planning purposes with Office Assistant.
- Conduct interviews with annual award winners and create video presentations for Annual Conference.
- Manage EPP properties on external websites.
- Attend staff, fundraising and board meetings (as applicable).

2. Plan and coordinate the production of bi-annual magazine (15%)

- Schedule magazine production with relevant staff, designer, printer, and mailing service.
- Plan content and layout; write, solicit, and edit articles; edit magazine drafts; submit drafted materials to relevant staff to proof; work with graphics designer; coordinate review of designed material by relevant staff; and deliver to printer. Work in consultation with relevant staff throughout, including President and CEO, fundraising, marketing and properties staff.
- Update magazine issues published to the website.

3. Manage organizational photos (15%)

- Coordinate Capital City Camera Club (CCCC) visits with property owners and photographers.
- Rename, de-dupe and save digital photos received from CCCC and staff in shared photos account.

Additional Duties and Responsibilities:

- Assist with other organizational needs (workshops, events, and annual conference, etc.).
- 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, a hybrid of remote and onsite work, with presence at Headquarters Office occasionally required. Due to the nature of marketing work, travel throughout the state and 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 4 years' experience in marketing, website administration, social media management, graphic design, digital marketing, videography, and photo editing, or an equivalent combination of education and experience; proficiency with Canva, Adobe InDesign, Illustrator and Photoshop; must be a self-starter with meticulous attention to detail; strong organizational skills; ability to manage multiple projects with multiple deadlines at the same time; strong oral and written communications; ability to network and develop relationships with constituent groups and leaders in the field; ability to work with a variety of people from different backgrounds; proficient in computer systems, data and word processing software including Office365, Microsoft Outlook, Word, Excel, Publisher, PowerPoint; enthusiasm for the cause of historic preservation and non-profit work.

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