



THE OLD BALDY FOUNDATION, INC.
And Smith Island Museum of History

COMMUNICATIONS AND DEVELOPMENT COORDINATOR
(Full time, hourly, non exempt position)
POSITION DESCRIPTION

REPORTS TO: EXECUTIVE DIRECTOR

POSITION SUMMARY: Reports directly to the Executive Director - This position is responsible for planning, development and implementation of all of the Organization's marketing, marketing communications, and public relations activities. Develops materials, utilizes social media, web site and email in support of the Foundation's mission.

MAJOR DUTIES RESPONSIBILITIES:

1. Responsible for the creation of monthly newsletter and other ad hoc communications via Constant Contact. Create a strategy to optimize targeted lists.
2. Maintain strategies to grow current database of emails and contact info for Foundation supporters.
3. Create a bi monthly news blog with organization news and history research.
4. Develop and maintain social media strategy and copy for channels to include Facebook, twitter and instagram.
5. Maintains, designs and audits website content. Develop SEO strategies and analyze Google analytic to optimize traffic
6. Maintain brand awareness, follow brand standards and alter brand voice as seen fit with Executive Director.
7. Prepares written materials for the organization for outside distribution. Includes but not limited to press releases, event flyers, rack cards, print ads, community calendars, email blasts and newsletters and other public information.
8. Work closely with Event Coordinator to create all graphics, set up online registrations, and develop a marketing plan to promote ticket sales for special events.
9. Responsible for current funding projects and the design and development of new programs and revising outdated programs. These include Memorial Bricks, Annual Climbing pass, Program sponsorship, annual event sponsorship.
10. Work closely with Executive Director to create communication plan and strategy for upcoming Capital Campaign.
11. Coordinates and participates in outreach to external organizations such as other cultural and historic sites, schools, civic organizations.
12. Assists in the staffing of the Gift Shop, Special Events and conducting Historic Tours and field trips when required.
13. Volunteer Program – recruiting and cultivation.
14. Is trained and certified to drive trams owned and maintained by Old Baldy Foundation.
15. Other tasks as required.
16. Will comply with OBF's policies and procedures.

SKILLS:

Knowledge of Adobe software, Canva, (design experience helpful).
Excellent written, verbal and interpersonal skills and strong computer skills (Microsoft Word, Excel, Outlook) are required.
Must have demonstrated knowledge and experience working with websites to reach audiences and the ability to work effectively with various forms of media.
Previous experience with Point of Sale applications
Must be able to manage multiple tasks at one time
Must be available to work weekends
NC Drivers license required and must be willing to drive tram truck

RATE OF PAY: Commensurate with Candidate's experience

BENEFITS: A portion of Group Health Insurance
Ferry and Parking provided by the Old Baldy Foundation
Accrues annual vacation and sick leave per personnel policy.
5 paid holidays each year