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| **Department/Location:** | Development |
| **Reports to:**  | Director of Development  |
| **Fair Labor Standards Act Status (FLSA):**  | Non-Exempt |
| **Employment Status:**  | Part-time, 30 hours per week |
| **Revision Date:** | January 2025 |

## ABOUT HERITAGE HILL

Heritage Hill State Historical Park is a 56-acre living history site in Green Bay, Wisconsin featuring over 25 buildings from the 17th – 20th centuries. Heritage Hill’s mission is to enrich the lives of others by sharing Northeast Wisconsin’s diverse cultural and historic ties that bind our communities together. This is achieved through traditional museum exhibits, costumed historic interpreters, and other immersive and innovative techniques.

## POSITION DESCRIPTION

The Marketing and Communications Coordinator is a part-time position that plays a key primary role in the marketing and promotion of Heritage Hill State Historical Park, supporting the organization’s mission and vision. The Marketing and Communications Coordinator, under the supervision of the Development Director and through consultation with the Executive Director, plans and implements all marketing, advertising, and promotional activities. The position collaborates with the Development Director assisting in the organization’s general fundraising efforts and grant pursuits. Through printed, digital, and electronic communications and campaigns, the position is responsible for maintaining brand identity.

## PRIMARY FUNCTIONS AND RESPONSIBILITIES

The following are the primary/essential functions of the position and are not all-inclusive.

**Marketing/Communication Strategies and Operations**

* Collaborate with Director of Development and Executive Director to plan and manage marketing and communication initiatives through both traditional and digital media.
* Perform marketing research to better identify target audiences and understand their interests.
* Generate leads and maintain consistent reach, awareness, and identification of opportunities for growth.
* Develop innovative ways to reach target demographics using technology, outreach, networking efforts, and advertising strategies.
* Create Park participation growth by developing community relations and identifying target demographics and their recreational/educational interests.
* Support staff by providing written content for branded emails, social media posts, campaigns, offline marketing material, web-based content.
* Help identify opportunities for new content and PR strategies that support organizational mission, vision, and objectives.

## Represent Heritage Hill at events both on-site and within the community

## Reviews program information across the organization to ensure proper grammar, accuracy, and meeting of style guidelines.

## Collects data to continually improve quality and effectiveness of marketing initiatives.

## Provides excellent customer service to internal and external customers.

* Assists in administrative duties associated with donor/community relations and grant writing.
* Other duties as assigned.

## MINIMUM QUALIFICATIONS:

* Bachelor’s degree in related field
* Proficient in applicable software or a proven ability to adapt quickly to new tools and technologies.
* Excellent oral and written communication and relationship building skills with an ability to prioritize, problem-solve, analyze, negotiate, multitask, and work with a variety of internal and external stakeholders

## SALARY & BENEFITS

$20.00 hourly. This is a non-exempt hourly position that includes paid time off, and more.

Heritage Hill State Historical Park is an equal opportunity employer.