

# DETROIT HISTORICAL SOCIETY



**Job Title:** Marketing Associate, Part Time, Hourly

**Department:** Marketing

**Reports to:** Marketing & Public Relations Manager

**Hourly Pay Rate:** \$19.00/hour

History saved and preserved is the foundation for strong, vibrant communities and future generations. The Detroit Historical Society's mission is to tell Detroit's stories and why they matter. Founded in 1921, the Society has been bringing together diverse voices and communities around the stories of the region to find their place in the present and inspire the future for over one hundred years. Located in Detroit's cultural district, the Society administers and develops exhibitions and programming for the Detroit Historical Museum, the Dossin Great Lakes Museum on Belle Isle, and our Collection Resource Center at Historic Fort Wayne. The team cares for over 250,000 artifacts in its collection and relies on a staff of over sixty individuals to help continue to bring Detroit's vibrant stories to life.

## Position Description

Our Marketing Department is looking for a new team member! We are looking for a creative, collaborative, results-oriented professional to join our Marketing Team. This is a 29-hour/week position, offering a flexible working environment, primarily based in our offices at the Detroit Historical Museum with an option for remote hours as approved by your supervisor. Apply now and help us bring Detroit's history to the world.

## Major Responsibilities

- Update the Society website with basic edits and regular content additions as needed, including "just in time" requests.
- Monitor the Society's Francis AI digital assistant line, offering additional context to queries when needed and escalating any unaddressed questions or other issues to the marketing team.
- Write and schedule day-to-day content for the Society's social media platforms, promoting happenings like upcoming events, museum exhibitions, store sales, and special events.
- Monitor and reply to messages in social inboxes, collecting and relaying information from other departments when necessary.
- Assist in publicizing Society events by listing them on local event calendars and seeking out new outlets to expand our reach.
- Track online reviews of our museums and visitor survey data to collect highlights and flag any issues for the team.
- Create and manage email campaigns, using metrics to adjust effective strategies.
- Draft articles for DHS blog and email newsletter and assist in management of the editorial schedule.
- Develop stories and create content for development & stewardship and solicitation pieces, including the Annual Fund and Giving Tuesday.
- Help to create print collateral, including flyers, advertisements, and event signage, and invitations.
- Provide support for visiting media crews, press conferences, and other Society events.

## General Responsibilities

- Attends informational and strategy meetings as required.
- Completes other duties and projects as assigned, directed, or as required to facilitate Society business.

## Required Qualifications for Successful Position Performance

- Proven results in implementing digital marketing and communication strategies.
- Familiarity with CRM (ALTRU, Raiser's Edge), CMS (Hootsuite, Sprout, Meltwater), design Platforms (Adobe, Canva) and HTML systems and platforms.
- Demonstrable marketing, social media strategy and implementation and event management experience.
- Exceptional written and verbal communication skills with a specific emphasis on proofreading.
- Strong project and time management skills.
- Detail oriented professional with exceptional organizational skills.

## Preferred Qualifications

- Exceptional problem-solving skills with a strong ability to make informed decisions, be proactive and anticipate potential issues while working toward positive outcomes.
- Ability to work collaboratively and gain a comprehensive understanding of the Society's mission and business channels.
- Ability to provide excellent customer service experience for both internal and external customers.
- Exhibit personal responsibility and accountability for media success.

## Education and Experience

- 1-2 years work experience in marketing, advertising, or similar field.
- High School diploma, Bachelor's degree is preferred; comparable knowledge and experience will be considered.
- Previous nonprofit media, marketing and/or public relations experience a plus.

## Paid Parental Leave (Both Full-time and Part-time Employees)

- After 12 months of qualifying service in coordination with FMLA.

Candidates must have reliable transportation, and be willing to undergo a criminal background check. Please note **Hourly Pay Rate** prior to sending résumé and cover letter to the Human Resources Department at [humanresource@detroithistorical.org](mailto:humanresource@detroithistorical.org).

## EEO Statement

Detroit Historical Society is committed to the principles of equal employment. We respect diversity and accordingly are an equal opportunity employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth, related medical conditions and lactation), gender identity or gender expression (including transgender status), sexual orientation, marital status, military service and veteran status, disability, genetic information, height, weight, or any other status protected by federal, state, or local laws and ordinances. The Organization is dedicated to the fulfillment of this policy in regard to all aspects of employment, including, but not limited to, recruiting, hiring, placement, transfer, training, promotion, rates of pay, and other compensation, termination, and all other terms, conditions, and privileges of employment.