



Marketing & Communications Specialist July 2018

New Hampshire Humanities (NHH) provides opportunities to cultivate curiosity, connect across cultures, examine beliefs, practice civility, and ignite ideas. We do this by providing public programs and grants to partners statewide to engage residents in learning, reflection, and meaningful conversation. Through cross-cultural, cross-disciplinary, and cross-time applications, we make insights from subjects like history, literature, and philosophy accessible and relevant to the challenges of today.

Position Summary: The Marketing & Communications Specialist is responsible for supporting the overall marketing and communications strategy of New Hampshire Humanities that will help deliver key messaging to external audiences and stakeholders. This is a part-time position (20 hours per week).

Immediate Supervisor: Director of Communications

Essential Functions and Responsibilities:

- **SOCIAL MEDIA:** Work collaboratively with the communications director to plan and execute social media management goals and strategies (Facebook, Twitter and Instagram) and manage social media campaigns across multiple channels and platforms, and identify new opportunities for reaching key audiences. Develop and maintain the NHH social media calendar and generate reports/analysis of monthly performance, and interact/respond to inquiries and comments.
- **WEBSITE MANAGEMENT:** Assist with the maintenance of the NHH Drupal-based website, including entering events and programs, editing pages as necessary, linking to other sites such as Eventbrite (where appropriate), and other general maintenance. Assist with adding content to the bio web pages of our *Humanities to Go* scholars, in accordance with our current grant from UNH.
- **ANNUAL DINNER & OTHER EVENTS:** Support the planning and promotion of the 2018 Annual Dinner, including updating sponsors on our website, social media campaigns, assisting with production of collateral for events, communicating with vendors, and other tasks as specified.
- **MARKETING MATERIALS:** Aid with the production of marketing materials, including gathering and formatting content for quarterly publication, annual report, and other materials. Coordinate print projects with printing company.
- **OTHER:** Other ad hoc tasks as assigned which may include administrative support for other departments where it supports overall marketing efforts.

Essential Skills and Experiences:

- Excellent written communication skills and the ability to write in a professional voice for print, web and social media
- Expertise in Microsoft Office: Word, Power Point, Excel; familiarity with Adobe Creative Suite. Experience with customer relationship management software such as Raiser's Edge preferred.
- Social media literacy and experience

- Must be highly organized, detailed oriented, and have ability to manage multiple projects simultaneously
- Experience with website analytics tools (e.g. Google Analytics)
- Good sense of humor

Organizational and Physical Requirements:

- Participates in the New Hampshire Humanities organizational life, including improvement teams and events as required
- Positively demonstrates the values and contributes to the culture of New Hampshire Humanities
- Follows all company policies and procedures as well as all local, state and federal laws concerning employment
- Contributes to a safe and productive work environment
- Interacts professionally with other employees and external stakeholders.
- Possess good depth, color and close vision capabilities
- Willingness and ability to travel statewide and attend off-hours events as required
- Able to lift up to 25 lbs on a regular basis.

Essential job functions and requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. However, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position. This job description is general and may evolve over time. The description is subject to periodic updating. At management's discretion, the employee may be assigned different and/or additional duties or responsibilities.

New Hampshire Humanities is an Equal Opportunities Employer.

The Marketing & Communications Specialist salary will be commensurate with experience. New Hampshire Humanities offers an attractive package of employee benefits is offered, including health, dental, life insurance, disability, retirement plan, and paid time off. Relocation expenses will not be offered.

Please apply at nhhumanities@gmail.com by 7/31/18. Include resume, cover letter expressing your interest in the position, and contact information (including phone and email address) for three job references. References will be checked only for finalists and with advance notice to the applicant. Please do not call.

www.nhhumanities.org