

BENTON COUNTY HISTORICAL SOCIETY

TITLE: Marketing & Membership Coordinator

SUPERVISOR: Director of Development & Communications

EMPLOYMENT STATUS: Full-time salaried, exempt

Job Description

The Marketing & Membership Coordinator is a core member of the Development Department of the Benton County Historical Society (BCHS). A key priority for this position will be to develop and manage a marketing plan that is culturally and socially inclusive as we work to diversify our audience. With direction and editorial oversight from the Director of Development & Communication this position will plan, organize, and implement all marketing activities to consistently articulate the mission and vision of the BCHS, to drive revenue, and to promote programming, special events, membership, fundraising events, and community engagement.

This position is also responsible for the BCHS membership program including appeals, acknowledgements, cultivation, and maintenance of membership database. They will support the Director of Development & Communications in development activities and are critical to accomplishing BCHS's strategic goals.

This is a deeply collaborative role. The successful candidate will excel at working in a fast-paced team environment.

Essential Duties & Responsibilities

Marketing:

- Manage website, social media platforms, email marketing
- Manage design and creation of print and digital collateral materials
- Manage contractors including graphic designer, print company, web designers, signage companies, etc.
- Maintain a current, thorough, and accurate understanding of all BCHS's programs and activities in order to market and promote appropriately

Membership:

- Identify, design, and administer strategies for building and maintaining membership programs, membership cultivation, and membership retention
- Maintain membership database (data entry and reporting)
- Monthly membership renewal reminders and responsible for mailing of annual membership cards to members
- Identify long-term lapsed members and develop incentive initiatives for re-engagement
- Evaluate BCHS membership trends through data analysis and surveys
- Serve as principal staff liaison to museum members, address all concerns and questions

Development Support:

- Assist Director of Development & Communications with development activities
- Event presence and support, will include tabling
- Outreach to community organizations

General duties:

- Compile necessary reports detailing marketing and membership activities
- Keeps abreast of current standards, practices, and developments of the field through workshops, conferences, seminars, and publications
- Support the mission, vision, and values of the Benton County Historical Society
- Contribute to and support the strategic plan, annual action plans, and institutional initiatives
- Additional tasks as assigned

Supervisory Responsibilities

None

QUALIFICATIONS

Any combination of relevant education and experience which demonstrates the knowledge, skill, and ability to perform the essential functions of the job will be considered.

Education

- Bachelor's Degree in Marketing, Communications, Journalism, or a related field
- Master's Degree in related topic is a strong advantage

Experience

- A minimum of three years of experience in marketing or communications (experience working for a museum, arts center, or other cultural institution is a strong advantage).

Skills & Abilities

- Excellent verbal and written communication skills with a keen understanding of voice and tone
- Comfortable with public speaking and representing the BCHS in a public forum
- Digital/Visual competency
- Strong organizational and project/time management skills
- Working knowledge of communication and marketing practices and current trends with a focus on strategy and management
- Familiarity with software programs such as Constant Contact, WordPress, CRM platforms, and social media platforms (familiarity with graphic design programs such as Adobe Creative Cloud is a strong advantage)
- Ability to work collaboratively or independently
- Ability to be flexible, respond to unanticipated situations, and shift priorities
- Ability to work quickly with attention to detail while keeping the holistic needs of the organization in mind

Job Conditions

- Exempt/full-time
- Schedule is 40 hours per week with occasional evening/weekend hours required
- Possession of a valid Oregon Driver's License required

Physical Activities

- Ability to lift up to 40 pounds
- Continual computer use
- Frequent sitting/standing/walking
- This is not a comprehensive list of physical activity required for this position

Established Guidelines for Position

AAM Museum Code of Ethics, BCHS Employee Handbook

Benefits

- Exempt/Salaried/Full-time at 40 hours per week
- Budgeted compensation is \$45,760
- Healthcare package available with company contribution (medical, dental, and vision)
- Retirement plan (3% match)
- Gift shop discount

Company Description

The Benton County Historical Society (BCHS) was formed in 1951 to preserve and share the history of Benton County. We opened the Philomath Museum in 1980, acquired the collection of OSU's Horner Museum and built the Johnson Collections Center in the mid-2000s, and opened the Corvallis Museum in 2021.

Our mission is to connect our community by preserving and sharing its diverse, evolving stories through history, culture, and art.

BCHS is committed to equal opportunity in employment, meaning that employment decisions (including but not limited to hiring, promotion, compensation, and discipline) are made without regard to gender, (including pregnancy-related conditions) race, color, religion, national origin, sexual orientation, mental or physical disability, age (within statutory limits), marital status, retaliation, association with a protected class, or any other status protected by law. Employment decisions are made on the basis of individual qualifications, merit, and other legitimate business considerations. This commitment ensures that persons with disabilities are provided reasonable accommodations to participate in the application, interview, and hiring process. If reasonable accommodation is needed to participate in the job application or interview process, perform essential job functions, and/or receive other benefits and privileges of employment, please contact Jessica Hougen, Executive Director, at jessica@bentoncountymuseums.org or 541.929.6230.

Application Process

To apply email your application to Jessica Hougen, Executive Director, at jessica@bentoncountymuseums.org

Complete applications should include a resume, cover letter, three examples of design work, and three references. **Incomplete applications will not be considered.**

Applications will be considered on a rolling basis. This position is open until filled. We encourage applying early for priority consideration.