

Stratford Hall

Position Description

Title: Social Media & Content Coordinator

Reports to: Director of Marketing & Communications

Supervises: None

Stratford Hall, a national historic landmark, is seeking qualified candidates for the position of **Social Media & Content Coordinator** reporting to the Director of Marketing & Communications. This is a part-time, non-exempt and in-person position with flexibility to telework on occasion.

Wage and hours: \$20 an hour; 10-20 hours per week based on seasonal programming and marketing needs. This is a non-benefited position.

Primary Duties and Responsibilities:

Essential Functions:

- Gather and produce content for social media, including taking photos and videos, drafting text, contributing to a monthly editorial calendar, and scheduling posts to share the mission and experience of Stratford Hall with a broad audience.
- Monitor and address social media activity to support audience engagement.
- Create and manage social media advertising campaigns.
- Manage and update Stratford Hall's website as needed.
- Update the email contact list database to segment contacts into interest areas.
- Create Constant Contact email templates for communications from different Stratford Hall departments.
- Coordinate with other departments to ensure events, programs, and work throughout the site are efficiently and accurately promoted.
- Post events and programs to online calendars.
- Serve as an event photographer at internal and external events for use in newsletters, social media, and Board reports. Key events include spring and fall festivals, Hands-On History Days, Christmastide, Northern Neck 250 Commemorations, and other events to be identified as needed.

Non-essential Functions:

- Assist with coordinating the design and production of marketing materials, including banners, images for social media sharing, and website visuals as needed.
- Assist in the developing and coordinating email marketing calendar and content.
- Maintain a database of organizations/businesses/locations for brochures and keep them stocked quarterly.

Required Education & Experience:

- Bachelor's degree in communications or marketing.
- 1-3 years in a communications or marketing role or relevant work experience in the nonprofit or arts and culture sector.

Required Knowledge, Skills, & Abilities:

- Strong knowledge and understanding of social media and digital tools and platforms, including metrics analysis.
- Experience with content creation.
- Excellent written and oral communication skills.
- A wide variety of excellent computer skills. Familiarity with Constant Contact, Canva, and Adobe Creative Suite.
- Ability to work both independently and in a highly collaborative team environment.

- High degree of attention to detail and ability to respond effectively to changing circumstances.
- Ability to organize and prioritize work and meet deadlines in a fast-paced environment.
- Willingness to learn new technology platforms, programs, and skills.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.

About Us:

Stratford Hall is a National Historic Landmark located in Westmoreland County, VA nestled along the Potomac River. A publicly accessible museum and historic site for over ninety years and home to the only two brothers to have signed the Declaration of Independence, Stratford Hall will leverage the upcoming 250th Anniversary of the birth of our nation to reintroduce our broad and diverse stories to our communities and stakeholders. A model of historic preservation and land conservation, Stratford Hall contributes actively to the Northern Neck community and encourages applications from dedicated professionals committed to joining this collaborative and dynamic development team as we work to grow financial support to advance our mission.

What We Offer:

Stratford Hall offers competitive pay for the non-profit sector. We are an Equal Opportunity Employer committed to creating an inclusive and collaborative culture among our staff, which we believe is critical to advancing our mission. Prospects interested in helping to ensure Stratford Hall remains relevant for future generations and in making a difference at our historic site, in our field, and to our community are encouraged to apply. For more information about our organization please visit www.stratfordhall.org

How To Apply:

Please send a resume and cover letter with salary requirements to the attention of Anne Wilson at awilson@stratfordhall.org with the job title in the subject line. The position will remain open until filled.

The organization does not discriminate based on race, ethnicity, religion, gender, gender identity, sexual orientation or any other characteristic protected by law.

Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.