



JOB DESCRIPTION

TITLE: Communications Director

EMPLOYMENT CATEGORY: Salaried, Exempt / Full-time (40 hours/week)

SALARY RANGE: \$60,000 - \$65,000

DATE POSTED: June 24, 2024

REPORTS TO: President & CEO

POSITION SUMMARY

Historic Annapolis, Inc. (HA) is seeking a highly motivated, creative, and energetic candidate for the position of Communications Director. This is an exceptional opportunity to join the management team at HA, the leading non-profit preservation and history organization in Annapolis, Maryland. HA's visibility has grown considerably in the past few years, and this position provides an opportunity for a passionate individual to grow professionally alongside an impactful organization, making connections with our past to envision a better future for the entire community. It is an exciting time of growth and change in the history of our organization, and we invite you to consider joining the team at Historic Annapolis.

The Communications Director is responsible for executing a comprehensive strategy for all communications, marketing, and public relations, working cross-departmentally to promote HA and its educational programs, exhibitions, events, and mission across multiple media channels. The ideal candidate will have a passion for our organization and mission, possess superb verbal and written communication skills, and bring a proven ability to develop and implement an engaging and effective communications plan.

This full-time exempt position is based in the President's office at Shiplap House (c. 1715), steps from City Dock in the heart of the Annapolis Historic District. The position offers a competitive salary, commensurate with experience, and a generous benefits plan which includes paid leave, holidays, and health coverage.

ABOUT HISTORIC ANNAPOLIS

The mission of Historic Annapolis is to Preserve and Protect the historic places, objects, and stories of Maryland's capital city, and provide engaging experiences that connect people to the area's diverse heritage. HA serves as a steward of a dozen historic buildings for the State of Maryland, operates multiple historic house museums, advocates for historic preservation, and is currently engaged in an extensive, state-of-the-art restoration of a National Historic Landmark. For more information, please visit our website at annapolis.org.

RESPONSIBILITIES:

- Strategize and implement an effective communications and marketing plan across multiple channels to market properties, exhibitions, programs, and events, and strengthen brand awareness, in accordance with HA's strategic plan. Channels include email blasts, print media, social media, web content, press releases, and other media in service of fundraising, marketing, and community engagement.
- Ensures quality and consistency with HA branding, logo, and cohesive messaging in communications across all media channels and platforms.
- Serve as lead writer overseeing internal and external messaging; responsible for developing content for newsletters and social media and managing advertising efforts.

- Manage public relations efforts, including writing and disseminating press releases and assisting the President & CEO with drafting remarks, op-eds, and presentations.
- Make strategic, data-driven decisions through Google Analytics to drive optimization of the website and digital communication efforts.
- Manage and grow HA's existing social media presence on Facebook, Instagram, and LinkedIn; potentially expand presence to new platforms such as Reddit, NextDoor, Tiktok.
- Generate and monitor performance reports across social media to measure strategic outcomes of online content and improve tactical processes.
- Coordinate marketing efforts for special events, exhibitions, and public programs.
- Manage development, design, and distribution of print and electronic marketing collateral, to include newsletters, annual report, fundraising materials, stationery, business cards, invitations, rack cards, brochures, and event/program materials.
- Develop relationships with local and regional media, community leaders, and tourism partners to maximize opportunities for media coverage; maintain a comprehensive media contact list.
- Develop and implement media outreach plans for announcements, programs, events, and exhibits to drive visitor engagement both on-site and online.
- Coordinate maintenance of the website; update press releases, news articles content; maintain the calendar of events.
- Supervise contractual arrangements with graphic design and marketing partners.
- Other duties as assigned.

DESIRED QUALIFICATIONS

- Bachelor's Degree preferred, or equivalent in experience (5+ years) in marketing, communications, public relations, advertising, or related field.
- Demonstrated experience in the successful development and execution of marketing campaigns.
- Outstanding written and verbal communication skills, with superb attention to detail.
- Proficiency in graphic design tools (Canva, Adobe Creative Suite, etc.) as well as Microsoft Office Suite.
- Demonstrated understanding of and commitment to the mission and philosophy of HA, and ability to persuasively communicate and articulate HA's mission to internal and external audiences.
- Creative and well-organized, comfortable managing multiple projects in a fast-paced, team-oriented environment.
- Willingness and ability to function as a team player, including working a flexible schedule, including evenings and weekends, to accommodate the needs of HA.

ADDITIONAL INFORMATION

Historic Annapolis offers a competitive benefits package, including medical and retirement benefits. The work environment will fluctuate between an office setting to meetings outside of the office and outdoor events. The job is not incredibly physically demanding, but the candidate may need to be on his or her feet during events.

EQUAL OPPORTUNITY EMPLOYER

Historic Annapolis is an equal opportunity employer, committed to diversity in the workplace. We do not discriminate on the basis of race, color, religion, age, sex, marital status, national origin, physical or mental disability, familial status, genetic information, gender identity or expression, sexual orientation, or any other characteristic protected by state or federal law.

Interested applicants should submit a cover letter and resume, including salary requirements, to Ms. Lucy Mikhailova at lucy.mikhailova@annapolis.org by July 24, 2024.