Bucks County Historical Society
Immediate Opening: Full-Time PR & Marketing Coordinator

Organizational Background

Located in Doylestown, Bucks County, PA, the Mercer Museum & Fonthill Castle, operated by the Bucks County Historical Society (BCHS), are two historic concrete castles that celebrate the life and legacy of Henry Chapman Mercer (1856-1930), American archaeologist, anthropologist, ceramicist and scholar.

The Mercer Museum, one of Bucks County’s premier cultural attractions and a Smithsonian affiliate, features both local and national seasonal exhibits as well as a core museum collection of over 50,000 pre-Industrial tools. This permanent collection offers visitors a unique window into pre-Industrial America and is one of the world’s most comprehensive portraits of American material culture.

Fonthill Castle was home to Henry Chapman Mercer and served as a showplace for his collection of tiles and prints. Fonthill Castle features Mercer’s renowned, handcrafted ceramic tiles designed at the height of the Arts and Crafts movement.

Job Description

The PR & Marketing Coordinator is responsible for broadly employing all means of communications, media relations, social media, and marketing to communicate with the BCHS’s many audiences, promote the BCHS brand, and advance its mission and strategic plan goals so as to increase awareness, visitation, attendance, membership, and philanthropic support.

This full-time exempt position reports to the Vice President of Community Services & Marketing.

Overview of Duties and Responsibilities

The PR & Marketing Coordinator will create and leverage effective public relations, targeted media, digital & email marketing, advertising, press releases, website, social media, publications, and collateral materials to perform their role. Key areas of responsibility include:
• **PR:** Write, produce, and distribute organizational press releases and fact sheets, and manage photo opportunities and other communication for targeted media opportunities.

• **Graphic Design:** Possess solid proficiency in Adobe Creative Suite (particularly Photoshop and InDesign) to create in-house graphics, photo collages, program flyers and graphics for paid media advertisements as needed.

• **Social Media:** Possess a strong understanding of the tactical uses of core social media platforms (i.e. Facebook, Twitter, Instagram, LinkedIn and YouTube). Ability to create and maintain social media calendars, plan and coordinate mission-driven content. Must be passionately interested in staying up to date on content trends for organic and paid. Must maintain organizational voice on social channels and external communications and balance the needs of different departments and priorities throughout the calendar cycle.

• **Advertising:** Work with local & regional outlets to place paid advertisements for the organization while keeping within the departmental budget with the support of the VP of Community Services & Marketing.

• **Publications:** Manage the organization's seasonal newsletters and annual report by gathering content, compiling and editing articles, and directing layout/distribution with contract graphic designers.

• **Marketing:** Create and manage print and digital marketing materials including brochures, direct mail, email campaigns, and other promotional materials, with support from contract graphic designers as needed. Manage distribution to key outlets and work with graphic designers and printers to ensure timely delivery.

• **Website:** Working knowledge of WordPress to update content, refresh imagery, and monitor the organization’s website.

**Qualifications**

• Positive, creative, enthusiastic self-starter with superior planning and organizational skills who can manage multiple projects and deadlines and take a project from conception to successful execution.

• Top-notch attention to detail and passion for writing, editing, public speaking, sales, and diplomatic interpersonal skills.

• Solid proficiency in Microsoft Office Suite and Adobe Creative Suite (*Photoshop* and *InDesign*)

• Experience posting/managing social media for non-profit or corporation (Facebook, Instagram, Twitter, YouTube, and LinkedIn) is preferred.
- Familiarity with additional digital media tools such as Constant Contact, Adobe Premiere, Canva is a plus, and any HTML or WordPress experience is helpful.
- Demonstrated success in working with press and media, as well as a wide array of diverse audiences and/or community organizations.
- Ability to work occasional weekends and evenings as required to participate in key special events, programs and press visits.
- Ability to confidently serve as an ambassador for BCHS as needed.
- Flexibility, kindness, sense of humor and genuine willingness to learn are all a plus.

Required Education or Experience

- Minimum of 2 to 5 years of experience in marketing, public relations, or a related field in a corporate, educational, museum, or non-profit environment.
- Bachelor’s degree required, with a concentration in journalism, public relations, communications, marketing, or another related field, or an equivalent combination of education and experience. Experience/passion for museums is a plus.

Position will remain open until filled. All interested candidates should send a cover letter, résumé, and two writing samples as a single PDF to info@mercermuseum.org, ATTN: PR & Marketing Position. Salary commensurate with experience in $40-$42K range.

The Bucks County Historical Society provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.