



Position Opening – Full Time Marketing Coordinator

The Historical Society of Michigan seeks a qualified individual to serve as Marketing Coordinator. This is an in-person position at HSM's offices in Lansing with no remote work availability.

Under the direction of the Assistant Director for Marketing, the Marketing Coordinator is responsible for the following duties: providing content for HSM's social media platforms; executing HSM's email campaigns in Mailchimp; editorial work including providing copy for marketing materials, internal and external communications, HSM's website, and more; working on design materials as assigned; and photography and/or videography as required. Duties will include 1) researching, compiling, writing, and editing written and graphic content for social media, Mailchimp email campaigns, the website, or other marketing materials; 2) designing marketing pieces for use on the web and/or print; 3) managing day-to-day functions of HSM's social media platforms by developing content, monitoring feeds, and working with the Assistant Director for Marketing to develop ads and campaigns; and 4) working with the Assistant Director for Marketing on other promotional, editorial, and digital materials. The position will also perform proofreading responsibilities and other duties as assigned. Occasional travel within Michigan with an HSM vehicle may be required.

About the Historical Society of Michigan: The Historical Society of Michigan (HSM), the state's oldest cultural organization, helps connect Michigan's past to students, educators, historical organizations, and the public through educational programs, conferences, publications, awards, workshops, referral services, networking opportunities, and support for local history organizations. HSM is the publisher of *Michigan History* magazine, the *Historic Michigan Travel Guide*, and other publications.

Established in 1828, the Historical Society of Michigan is a member-supported educational 501(c)(3) nonprofit organization. HSM is not collection-based and does not operate the state museum or archives housed at the Michigan History Center in downtown Lansing. The Center is a part of the Michigan Department of Natural Resources.

Duties and Responsibilities

Marketing:

- Execute email campaigns in Mailchimp.
- Develop content—including text, photos, and videos—for use in print and digital campaigns as assigned.
- Collect, research, write, and edit short blocks of copy and/or short articles, to be used in marketing materials, social media, the website, and more.
- Work closely with the Assistant Director for Marketing on HSM initiatives and aid in design work in Adobe InDesign and Photoshop.
- Assist supervisor on production of materials.
- Update elements of HSM website as assigned.
- Other duties as assigned.

Social Media:

- Provide day-to-day content on HSM social media platforms (Facebook, Instagram, and Twitter) in the form of engaging posts, events, and videos.
- Create content in the form of graphics, videos, text, and original photography as assigned.
- Monitor social feeds and address audience comments, messages, and more.
- Develop ways to continually expand HSM's social media presence with Assistant Director for Marketing.
- Under the direction of the Assistant Director for Marketing, develop pieces for creative ad campaigns used to promote HSM's publications and programs.

Photography and Multimedia:

- Photography coverage of live events and programs as needed.
- Photoshoots of locations, organizations, and more as needed for print or online use.
- Video and audio editing of HSM's Michigan History Moment™ program using Adobe Premiere.
- Other photography or videography tasks as assigned.

Reports to: Assistant Director for Marketing

Salary: \$30,000 per year and includes health insurance, disability insurance, vacation, and other benefits.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, media, or a related field.
- Minimum 1 year of social media management experience.
- Minimum 1 year of professional photography experience.
- Proven experience in graphic design and social media content creation.
- Proven experience in Adobe Creative Suite - specifically InDesign, Photoshop, and Premiere.
- Proficiency in Microsoft Office.
- Professional experience copywriting, copyediting, and proofreading.
- Experience working with email platforms, Mailchimp-specific experience is a plus.
- Excellent written and verbal communication skills, along with strong vocabulary, spelling, and grammar skills.
- Expertise working with social media platforms.
- Outstanding interpersonal, communication, and multitasking skills.
- Demonstrated ability to work independently and as a team member.
- Interest in or experience working with nonprofit organizations.
- Interest in Michigan history is a plus.

Review of applications will begin immediately and continue until the position is filled. We encourage applications from under-represented groups, including minorities, women, and people with disabilities.

To apply please e-mail photography and/or social media examples, cover letter, and resume to resume@hsmichigan.org. The position will remain open until filled.