

## **Marketing & Communications Assistant**

### **About Us:**

Once the summer estate of Robert & Mary Lincoln, Hildene is comprised of a 1905 Georgian Revival home, formal and working gardens, restored Pullman railcar Sunbeam, agricultural operations, cheesemaking facility, 12 miles of trails, and year-round programming, all on 412 acres in beautiful Manchester, Vermont. We are among Vermont's top tourist destinations, attracting guests from all parts of the globe.

We use multiple avenues to communicate to our audiences – from signage and interpretive displays across campus to the product in our store, print/digital/radio advertising, press and editorial, through our programming and special events, and through the staff that represent us to the public every day. Our goal is to build an engaging narrative that educates on our mission and encourages others to examine and engage through history, the natural world, and agriculture. Candidates will understand the importance of and be dedicated to, carefully curated content, consistency, and accuracy in representation. Abraham Lincoln's values, shared through the estate his son Robert and subsequent generations maintained and cherished, are at the heart of our mission. As an institution Hildene is committed to the preservation of our cultural heritage, the conservation and stewardship of our lands and ecosystems, and farming practices that support the vitality of our 412 acres, all while engaging the public – local and global – in civil civic discourse.

### **The Position:**

The Marketing & Communications Assistant is a new position in Hildene's Marketing Department under its current Director, guided by the needs of multiple departments. Tasks will directly aid Advancement, Programming, Education, Tours, Private Functions, Guest Services, Operations, Press and Public Relations, while contributing to the success of the organization as a whole. The work will be highly varied, but also tailored to the applicant's skill set. A deep interest and proven talent in Social Media, Content Creation and Copy Writing is our top priority, but education and work experience in a variety of related industries is both applicable and potentially valuable. Experience in the following fields may be applicable: Marketing, Advertising, Communications, Public Relations, Graphic Design, Photography, Videography, Copywriting, and Copyediting. We hope our flexibility will encourage a wide variety of potentially qualified applicants who are excited for the opportunity.

**The position will be tailored to the best candidate's skill set. Tell us which of the following tasks you've got experience in, and which of them you'd like to learn:**

- Administrative Support for Marketing – coordinate, research, update, maintain and/or track: digital presence, membership and partner opportunities, social media, internal and third party reviews, analytics and SEO, mailing lists; competitive landscape and market trends; joint organizational assets (press/image/video); missing or outdated assets; press kits for a variety of end uses; website
- Communications – coordinate style guides and brand voice outlines; coordinate materials to educate staff on communication practices; maintain editorial governance

so content is consistent with our brand voice; maintain editorial calendar for media including newspapers, magazines, blog, email newsletters, and social outlets

- Copywriting – from social posts to blog posts, business letters to annual reports, press releases to white papers, advertisements to brochures, digital ads to web copy; if you have interest and skills in writing, with a commitment to adherence to brand voice and organizational mission, there is endless opportunity
- Photography/videography – from social media to e-blasts, blog posts to web content, product/environmental/event photography, video/video editing/live streaming, interpretive displays and materials to educational media, for a wide variety of external uses, there is endless opportunity
- Graphic Design – opportunities include advertisements for digital and print, posters, brochures, product and package design, special events collateral, interpretive displays, signage, motion graphics, and digital and print communications; a deep understanding and commitment to upholding brand standards, style and voice required

### **Desired Skills Include**

- Candidates with strong copywriting and copyediting skills are expressly encouraged to apply
- Working experience in a content marketing, copywriting, and/or social media with exposure to strategy and planning, research, writing, design, promotion, and measurement
- Demonstrated project management skills and understanding of how to manage the priorities of multiple stakeholders
- The ability to juggle multiple priorities, and shift quickly as needs change (the position will require you to remain effectively flexible)
- An editorial mindset that seeks to understand how our audiences wish to engage and how to best reach them while remaining true to the brand
- Interest or experience in data research, analysis, and record keeping
- Familiarity and comfort with the Microsoft Office Suite
- Willingness and intuition to jump into new applications/platforms where they may unfamiliar – Survey Monkey, Mailchimp, SmugMug, Shutterstock, Hootsuite, Wordpress, etc.
- Experience manipulating digital files of all types
- Comfort around office machines, including commercial copier

### **Preferred, But Not Required**

- Photography, videography, video editing skills
- Basic html, SEO best practices, and comfort in content management systems (specifically Wordpress)
- Experience in Adobe Creative Suite: including Lightroom, Photoshop, InDesign, Illustrator
- A basic understanding of pre-press

## **About You:**

- Exceptionally strong work ethic, self-motivated, pro-active, and creative, with a desire to work well in a fast-paced, team environment
- Interest in building relationships, internally and externally – with Hildene’s audiences, partners and peer organizations, vendors, media outlets, and with all staff
- Attention to detail; strategy, organization, and accuracy lead the way
- Passion for technology
- Comfort coordinating multiple projects simultaneously to deliver high-quality work on time
- Motivation to work effectively in a team, while able to work independently

We are looking for an individual who is eager to learn, grow their skillset, and come into their role with enthusiasm and dedication to quality work. A highly creative person with the desire to collaborate is paramount. If you do not meet our preferred set of qualifications but you believe you would be an asset to the Marketing Department, please apply.

## **Details:**

The position is full-time, year-round. We are flexible in days, hours, and location of work. While a part-time work-from-home scenario is possible, you will need to spend quality hours at Hildene engaging with staff and guests on property during business hours, staff meetings and for some special events. Dental and vision. Paid time off. Holidays.

**Please send resume, letter of interest, salary requirements, and link(s) to your digital portfolio if applicable (writing, design, image/video, etc. – whichever media may be applicable.) to: [polly@hildene.org](mailto:polly@hildene.org).**

Hildene, The Lincoln Family Home believes diversity in identities, perspectives, and backgrounds, fosters creativity and enriches the workplace for us all. We deeply value different points of view that allow us to include and celebrate the diversity within our company, as well as build out better experiences for our guests and members.

We welcome applicants of any race, religion, color, national origin, citizenship, gender, sexual orientation, age, and socioeconomic, marital, veteran, and disability status.



Hildene, The Lincoln Family Home | 1005 Hildene Road, PO Box 377 | Manchester, VT 05255

**[hildene.org](http://hildene.org)**