

BENTON COUNTY HISTORICAL SOCIETY

TITLE: Marketing, Communications, & Development Assistant

SUPERVISOR: Director of Development

EMPLOYMENT STATUS: Part time hourly, non-exempt

Job Description

The Marketing, Communications, & Development Assistant is a new position and will be a core member of the new Development Department of the Benton County Historical Society (BCHS). A key priority for this position will be to develop and manage a marketing plan that is culturally and socially inclusive as we work to diversify our audience. With direction from the Executive Director and the Director of Development & Communication this position will plan, organize, and implement, all marketing, communications, branding, and advertising activities to consistently articulate the mission and vision of the Benton County Historical Society, to drive revenue, and to promote programming, special events, membership, fundraising events, and community engagement. This position will also support the Director of Development & Communications with all development activities, along with the Membership & Community Engagement Coordinator, and is critical to accomplishing BCCHS's strategic goals.

Essential Duties & Responsibilities

- Build our identity and be the 'voice' of BCCHS
- Manage website, social media platforms, email marketing, print newsletters
- Manage design and creation of print and digital collateral materials
- Manage contractors including graphic designer, print company, web designers, signage companies, etc.
- Assist Director of Development & Communications with all development activities
- Compile necessary reports detailing marketing and communication activities, including website and social media stats
- Maintain a current, thorough, and accurate understanding of BCCHS's exhibitions, collections, programs, museum store, membership, and fundraising in order to market and promote appropriately
- Support the mission, vision, and values of the Benton County Historical Society
- Contribute to and support the strategic plan, annual action plans, and institutional initiatives
- Additional tasks as assigned

Supervisory Responsibilities

- None

QUALIFICATIONS

Any combination of relevant education and experience which demonstrates the knowledge, skill, and ability to perform the essential functions of the job will be considered.

Education

- Bachelor's Degree in Marketing, Communications, Journalism, or a related field
- Master's Degree in related topic is a strong advantage

Experience

Benton County Historical Society Approved by the BCCHS Board of Directors Personnel Committee July 2023
Created June 2023

Job Description- Marketing, Communications, & Development Assistant

- A minimum of three years of experience in marketing or communications (experience working for a museum, arts center, or other cultural institution is a strong advantage)

Skills & Abilities

- Excellent verbal and written communication skills with a keen understanding of voice and tone
- Comfortable with public speaking and representing the BCHS in a public forum
- Strong organizational and project management skills
- Working knowledge of communication and marketing practices and current trends with a focus on strategy and management
- Familiarity with software programs such as Constant Contact, WordPress, and social media platforms (familiarity with graphic design programs such as Adobe Creative Cloud is a strong advantage)
- Ability to work collaboratively or independently
- Ability to be flexible, respond to unanticipated situations, and shift priorities
- Ability to work quickly with attention to detail while keeping the holistic needs of the organization in mind

Job Conditions

- Non-exempt/part time
- Schedule is 20 hours per week with occasional evening/weekend hours required
- Possession of a valid Oregon Driver's License required

Physical Activities

- Ability to lift up to 40 pounds
- Continual computer use
- Frequent sitting/standing/walking
- This is not a comprehensive list of physical activity required for this position

Established Guidelines for Position

AAM Museum Code of Ethics, BCHS Employee Handbook

Company Description

The Benton County Historical Society (BCHS) was formed in 1951 to preserve and share the history of Benton County. In the 1970s, a group of local citizens saved the Philomath College Building and restored it for our use. We began operating our Philomath Museum in that building in 1980 and have continued to this day.

This acquisition of the collection of Oregon State Museum's Horner Museum in the mid-2000s necessitated construction of the Johnson Collections Center, a 13,000 square foot state-of-the-art collection storage facility located behind the Philomath Museum. We now have over 126,000 items in our collection, and are actively collecting.

Delayed by the pandemic, we opened the long-awaited Corvallis Museum in February 2021. Designed by Allied Works Architecture (Clyfford Still Museum, Museum of Art & Design NY), it was conceived to be a departure from the traditional history museum.

Our mission is to connect our community by preserving and sharing its diverse, evolving stories through history, culture, and art.

We achieve this through:

- Authenticity - We provide access to history and culture through well-documented collections, accurate interpretation, and reliable scholarship.

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- Curiosity - We encourage curiosity about history and culture, within ourselves and our community, when sharing and exploring the relevance of the stories we tell.
- Cultural Humility - We respect diverse cultures and perspectives and continually challenge our biases by engaging in meaningful dialogue with others.
- Excellence - We strive to meet the highest professional standards through combining best practices and innovation in order to serve our community and engage at the deepest level.

Our vision:

We are a center of the community, fostering dialogue and ideas that catalyze an inclusive understanding of our past and culture, and consideration of the shared future we hope to create.

BCHS is committed to equal opportunity in employment, meaning that employment decisions (including but not limited to hiring, promotion, compensation, and discipline) are made without regard to gender, (including pregnancy-related conditions) race, color, religion, national origin, sexual orientation, mental or physical disability, age (within statutory limits), marital status, retaliation, association with a protected class, or any other status protected by law. Employment decisions are made on the basis of individual qualifications, merit, and other legitimate business considerations. This commitment ensures that persons with disabilities are provided reasonable accommodations to participate in the application, interview, and hiring process. If reasonable accommodation is needed to participate in the job application or interview process, perform essential job functions, and/or receive other benefits and privileges of employment, please contact Jessica Hougen, Executive Director, at jessica@bentoncountymuseums.org or 541.929.6230.

Benefits

- Non-exempt/Hourly/Part-time at 20 hours per week
- Budgeted compensation is \$22/hour
- Healthcare package available, paid by employee (medical, dental, and vision)
- Retirement plan (3% match)
- Gift shop discount

Application Process

To apply email your application to Jessica Hougen, Executive Director, at jessica@bentoncountymuseums.org. Complete applications should include a resume, cover letter, writing sample, and three references. Incomplete applications will not be considered.

For full consideration applications should be submitted by 5pm on February 14th, 2024.