



POSITION ANNOUNCEMENT - PLEASE POST OR CIRCULATE

DIRECTOR OF COMMUNICATIONS

Announced March 10, 2010

The Organization

The Georgia Historical Society, headquartered in Savannah with offices in Atlanta and Affiliate Chapters in 80 counties, is the oldest cultural institution in the state and one of the oldest historical organizations in the nation. It is the first and only statewide historical society in Georgia. For nearly 175 years, GHS has collected, preserved, and shared Georgia and American history through a variety of educational outreach programs, publications, and research services.

Position Summary

The Director of Communications is responsible for developing and implementing a multi-faceted communications plan to increase public awareness of the Georgia Historical Society and its events, programs, publications, and general activities (reflected by larger audiences, increased membership, and increased revenues). Strategies include media relations, advertising and promotion of events, public presentations, Web site oversight, and electronic and print publications. The successful candidate will demonstrate a track record for achieving goals for earned income, institutional branding, and marketing; superb planning, budgeting, and organizational skills; superb written communications and public presentation skills; and experience working with the press, including feature writers, news reporters, and social press; and be skilled in working with designers, technical staff, and creative talent. The incumbent reports to the Executive Vice President and regularly supports the fund raising and constituency development efforts of the Society.

Responsibilities include:

- Create agency-wide collateral and marketing materials including newsletter, annual report, brochures, special event materials, electronic newsletters, etc. overseeing production from draft creation through distribution of final product. Executes, supervises or manages elements including: article/topic selection, research, contract writing/editing, vendor deliverables, etc. from page proofs and blue lines to mail house operations
- Manage relationships with graphic designers, freelance writers, and other freelance talent as needed.
- Write and place press releases
- Manage media relationships across the state and with partnering organizations
- Keep Web site current by writing and posting stories and photos in a timely manner
- Manage communications calendar

- Track and archive media clips
- Perform basic graphic design duties as needed
- Perform other duties as assigned by the CEO and COO

Experiences/Skills Required

Knowledge, skills, and abilities: Demonstrated experience working in communications for a fast-paced, multifaceted organization. Must have the ability to plan, design, organize, implement, and direct a comprehensive and savvy communications program. Demonstrated ability to respond to print and broadcast media queries, to initiate media coverage, and to coordinate press events required. Excellent oral and written communications skills. Must be able to establish and maintain effective working relationships with others as well as work effectively in a fast paced, team environment. Must possess initiative and the ability to exercise good judgment with a keen awareness of the Georgia Historical Society's image, coupled with the ability to make the image consistent, positive, and prominent. Must be able to work independently and prioritize duties. The successful candidate will be skilled in working with designers, graphic artists, writers, Web site technicians, and other creative talent to achieve the highest standards in all marketing, advertising, and promotional materials and will be comfortable employing new media and internet technology for advertising, sales, and promotions. The successful candidate will have strong experience in developing opportunities for promotional partnerships and collaborations with sponsors, co-presenters, and various media and community partners. The position demands a thorough understanding of and commitment to the mission and goals of the Georgia Historical Society. Proven ability to work within the confines of a limited marketing budget and to rely on in-kind partnerships required.

Education/Experience Required: Bachelor's degree with major coursework in Marketing, Public Relations, Communications, or a related field and 5 – 7 years of leading communications or media projects (national experience advantageous). Writer/editor with 2 – 3 years experience in materials editing, design, and communications strategies.

Other Desired Skills/Experience: Functional knowledge of Web site management (i.e. HTML, FTP, etc.) and graphics software (Photoshop) preferred. Interest and/or background in a cultural organization and non-profit national level experience strongly preferred.

Supervisory Responsibilities: Interns

To Apply

Send cover letter, resume, and confidential salary history to:

Attn: Director of Communications Search

Georgia Historical Society

501 Whitaker Street

Savannah, GA 31401

Fax: 912.651.2831

Email: jobs@georgiahistory.com

No phone calls please.