



POSITION: MARKETING & COMMUNICATIONS MANAGER

The GLBT Historical Society is a 501(c)3 nonprofit organization that collects, preserves, exhibits and makes accessible to the public materials and knowledge to support and promote understanding of LGBTQ history, culture, and arts in all their diversity. Founded in 1985, we are recognized internationally as a leader in the field of LGBTQ public history. We steward and make accessible one of the world's largest repositories of LGBTQ historical materials through our archives and operate the nation's first museum of LGBTQ History and Culture in San Francisco.

POSITION DESCRIPTION

The Marketing & Communications Manager (MCM) will amplify the impact of the GLBT Historical Society, which is key to expanding our reach locally, nationally, and internationally. The incumbent will share the varied, intersecting, and diverse histories of LGBTQ communities; promote our exhibitions, events, and fundraising campaigns; and highlight the impact that researchers, students, educators, and artists visiting our archives have through their knowledge-producing and artistic work. The MCM will work with senior leadership to design short- and long-term strategies to identify new audiences and inspire them to join or re-engage with the organization. The incumbent will manage all external communications and work collaboratively across our team. This position reports to the Director of Development and Communications (DCC) and supervises contractors and vendors on communication and outreach projects. This is a full-time, remote position, needing to report to our two San Francisco sites as needed.

JOB RESPONSIBILITIES

Marketing & Outreach (50%)

- Design and implement comprehensive marketing strategies to increase awareness of our museum, exhibitions, events, and archival resources, as well as fundraising campaigns and overall organizational impact.
- Create engaging and compelling content for various platforms, including social media, website, newsletters, press releases, annual reports, and promotional materials. Manage content calendars and ensure consistent messaging and branding that aligns with the organization's mission and values.
- Write fundraising appeal letters and develop campaign materials through various formats (e-mail, social media, print, etc).
- Manage contract graphic designers, photographers, videographers, and other consultants or vendors who produce marketing material.
- Manage the creation and marketing of new products for sale in our online and physical museum store in partnership with staff.

- Identify new marketing opportunities and cultivate community and business partnerships to amplify our reach and impact.
- Collaborate with community stakeholders to promote inclusivity and diversity in all marketing and communication efforts.
- Represent the GLBT Historical Society at occasional public events and outreach activities.

Media relations (20%)

- Develop and maintain relationships with local, national, Arts and Culture, and LGBTQ+ media outlets, producers, and reporters. Pitch timely and relevant stories, triage media inquiries, coordinate press releases, and arrange interviews to generate media coverage for programs and fundraising opportunities.
- In partnership with DCC, develop a messaging strategy and talking points.
- Evaluate appropriate responses to media inquiries and work with internal subject matter experts to facilitate interviews. Serve as spokesperson when appropriate—partner with spokespeople to prepare for media engagement and response.
- Track media coverage to ensure messaging is appropriately communicated and to measure our impact in meeting marketing goals.

Digital Marketing and Social Media Management (20%)

- Manage the organization's online presence across social media platforms, including developing an overall strategy, posting regular updates, interacting with followers (when appropriate), and ensuring audience growth and engagement.
- Utilize analytics to track performance and optimize strategies for maximum impact.

Additional Job Responsibilities (10%)

- Assist the DDC in developing an organizational marketing and communications strategy and plan.
- Uphold and enhance the organization's brand identity and reputation through consistent messaging, visual identity, and storytelling. Ensure that all communications reflect the values and mission of the organization. Maintain style and branding guides, communication processes, and other internal knowledge management documents.
- Provide a final review of published materials to ensure they are appropriately proofread and aligned with the style guide.
- Work with the DCC to evaluate the effectiveness of marketing and communication strategies and activities.
- Other duties as assigned.

REQUIRED QUALIFICATIONS

- 2-4 years of professional experience in communications, marketing, or related activities, preferably in the non-profit sector or within arts and culture.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives and messaging for diverse audiences.

- Proficiency in digital marketing tools and social media platforms. Experience with social media, analytics, website management, and email marketing platforms.
- Time management skills, including the ability to prioritize tasks and meet deadlines without sacrificing attention to detail.
- Experience working with LGBTQ and diverse communities
- Commitment to and proven track record in advancing justice, equity, diversity, inclusion, and accessibility in all aspects of internal and external communication practices.

DESIRED QUALIFICATIONS

- Experience working with MailChimp, Squarespace, Salesforce, and Canva.
- Experience managing Google Adwords account.
- Knowledge of LGBTQ history.
- Ability to speak Spanish or another non-English language.
- Demonstrated ability to forge impactful relationships with external partners.

PHYSICAL REQUIREMENTS

- Ability to communicate via email, phone, and in person.
- Ability to work weekends and evenings.
- Ability to sit or stand for extended periods.
- Ability to work at a hybrid work position.
- Ability to report physically to San Francisco, CA.

POSITION DETAILS & COMPENSATION

- This is a full-time (37.5 hours/week) non-exempt (hourly) position.
- The wage for this position is \$33.34/hour.
- Benefits: Medical, dental, vision, commuter benefits, 14 paid holidays, and PTO benefits are included. A 401(K) employer matching program is available.
- This is a primarily remote position, with occasional onsite work required or attending meetings and events in the community. The incumbent must be able to arrive onsite in San Francisco within 1-2 hours' notice during breaking news events.
- Occasional evening or weekend work may be required.

HIRING TIMELINE

Applications will be accepted until the position is filled. Priority will be given to applications submitted by Friday, March 29. The anticipated start date is early May, 2024.

COVID HEALTH AND SAFETY

COVID-19: We have taken enhanced health and safety measures—for you, our other guests, and our staff. All visitors, volunteers, and staff must follow and ensure the operation of all posted instructions while in GLBT Historical Society facilities. An inherent risk of exposure to COVID-19 exists in any public place where people are present. All GLBT Historical Society employees and volunteers who work on-site

are required to be vaccinated against COVID-19. Here is the link to our full policy:

<https://www.glbthistory.org/covid-19-information>.

HOW TO APPLY

To apply for this position, submit a resume, a short cover letter, and one writing sample to jobs@glbthistory.org. Your cover letter should help us understand what excites you about the position and describe any experience you have in communications and social media management. Your writing sample should demonstrate your writing abilities and could include a press release, social media posts, or other examples of text you have created. Please include “**Marketing & Communications Manager**” in the email's subject line.

Finalists will be asked to complete a writing exercise on deadline. If selected as a finalist, we will work with candidates and provide clear details of expectations for that exercise.

No calls, please. Thank you for your interest.

EQUAL OPPORTUNITY

The GLBT Historical Society affirmatively values diversity and seeks to hire staff that reflects the diversity of our communities. We are an equal opportunity employer. The Society is committed to providing a work environment free of harassment, discrimination, retaliation, and disrespectful or other unprofessional conduct based on sex, sex stereotype, race, color, creed, gender, gender identity, gender expression, religion, marital status, registered domestic partner status, age, national origin, ancestry, physical or mental disability, medical condition, genetic information, sexual orientation, weight, height, military or veteran status, or any other characteristic or status protected by federal, state, or local law. This policy applies to all employment practices, including hiring, benefits, promotions, training, disciplinary action, and termination.